Universidade de Aveiro Departamento de Comunicação e Arte
2016

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THE INFLUENCE OF AUDIOVISUAL SPORTS ADVERTISING IN SEDENTARY INDIVIDUALS

A INFLUÊNCIA DAS PUBLICIDADES DESPORTIVAS AUDIOVISUAIS EM INDIVÍDUOS SEDENTÁRIOS

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Dissertação apresentada à Universidade de Aveiro para cumprimento dos requisitos necessários à obtenção do grau de Mestre em Comunicação Multimédia, realizada sob a orientação científica do Doutor Pedro Manuel Reis Amado, Professor Auxiliar do Departamento de Comunicação e Arte da Universidade de Aveiro

Para quem me apoia incondicionalmente.

o júri

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agradecimentos

Every single year, in my first day of school, I shivered at the thought of going to school — not because I disliked learning, but because I didn't relate to others. On test days, that's when the real problem set. Insecurities are a part of life and, surely, I wasn't immune to it. No matter how much I knew, or studied, I would dreadfully wait for the test to land on my table and I would promise to myself that I would never give anything other than my absolute best.

For the most part, I kept true to that promise.

However, this wise thought-process did not flourish in my own head. It was my mother's words, before every first day of school and every test day, that got me through:

"Se tu queres, consegues".

And those were the words that I would whisper to myself.

Facing challenges with an optimist motto fighting a pessimist brain. Against all odds, there I went.

Now, that I see myself concluding just another step of my academic life, I can proudly say that I have learned to embrace the process, no matter how difficult, straight-up impossible it seems.

"Se tu queres, consegues".

With this, it is only obvious and with great honor that I dedicate this work to the ones that have always loved me and looked after me with the greatest love and dedication of the universe — my parents, Rosa and Vitor.

Merci, Maman et Vitor, je vous aime.

Thank you, Brian, for always being so passionately there for me.

Thank you, Irmã Flávia Dores, for your friendship and enlightenment.

Thank you, Paula Faustino and Rita Faria, for supporting me in this journey.

Thank you, José Dinis from Dance Soul Academy, for the kindness of providing space for the Research Focus Group sessions.

And last but not least, I would like to thank my professor, Pedro Amado, for having accepted to embark with me in this challenge, believing in my capacities and guiding me in the best of his abilities.

palavras-chave

Audiovisual, publicidades desportivas, influência, indivíduos sedentários, indivíduos atléticos, motivação, conteúdo desportivo, Reebok

resumo

O objetivo do presente estudo é a avaliar como as publicidades desportivas audiovisuais influenciam a auto-perceção e a perceção socio-cultural de indivíduos sedentários. O objetivo é compreender o efeito das estratégias de marketing utilizadas pela indústria desportiva para criar publicidades desportivas audiovisuais mais eficazes.

Este estudo integra numa abordagem interpretativa, uma estratégia de investigação qualitativa numa abordagem quasi-experimental, com a utilização de métodos mistos, como um Inquérito Online e Grupos de Foco. Estes métodos foram usados progressivamente com o intuito de cruzar informação e contribuir na estruturação dos passos sucessivos e de forma incremental. Identificou-se que, na literatura existente relativa à imagem corporal e a publicidades desportivas existe uma lacuna que, por consequente, este estudo procura preencher — através da exploração da influência direta dos conteúdos audiovisuais em indíviduos sedentários e atléticos. A avaliação foi realizada através da discussão em torno da visualização de um vídeo desportivo na segunda sessão de Grupo de Foco na qual, após um treino de 10 minutos, o comportamento dos participantes foi avaliado com a utilização de uma Grelha de Observação e uma discussão pós-treino.

É muito provavél que as publicidades desportivas audiovisuais tenham um efeito detrimental em ambos os indivíduos sedentários e atléticos. Os resultados principais deste estudo identificaram que, apesar de os participantes do Grupo de Foco não o terem confirmado verbalmente, o vídeo tenha provocado um efeito motivacional nos participantes. Durante a segunda sessão, após visualização do vídeo, os participantes revelaram um melhor rendimento e uma atitude mais concentrada durante o treino.

Os indivíduos sedentários parecem ser mais críticos relativamente ao corpo feminino do que os indivíduos atléticos. Parece mais improvável que indivíduos que se consideram sedentários se sintam especialmente motivados para praticar atividade física aquando da visualização de vídeos inspiracionais de fitness. Adicionalmente, o género não parece estar relacionado com sentir-se motivado para praticar atividade física após visualização de publicidades desportivas, material e equipamento desportivo parecem motivar especialmente indivíduos atléticos para a prática de exercícios físico e a autopercepção parece estar relacionada com as motivações de treino de cada indivíduo.

keywords

Audiovisual, sports advertising, influence, sedentary individuals, athletic individuals, motivation, sports content, Reebok

abstract

The purpose of this research is to evaluate how audiovisual sports advertising alters the self-perception and the socio-cultural perception of sedentary individuals. The objective is to understand the effect of the marketing strategies used by sports industry's brands in order to create more effective audiovisual sports advertising.

This research integrates an interpretative approach, a qualitative research strategy in a quasi-experimental approach, using mixed methods, such as an Online Research Survey and Focus Group methods. These methods were progressively used in order to cross information and contribute in the design of the sequential investigation steps.

Most of the existing literature on body image and sports advertising has presented itself as a huge gap in the world of scientific research. Accordingly, this research explores the direct influence of sports audiovisual content in sedentary and athletic individuals. The evaluation was accomplished through the screening of a sports video in the second of the Focus Group Research in which, after a 10-minute workout, the participants' behaviors were assessed with the use of an Observation Grid and a post-workout discussion.

There is a high chance that audiovisual sports advertising has a detrimental effect on both sedentary and athletic individuals. The main findings of this research identified that, although the Focus Group Research participants did not verbally confirm it, the video appeared to have a motivational effect on participants. They revealed a better performance and a more focused attitude during the test session. Sedentary individuals seem to be more critical of the female body than of athletic individuals and, as opposed to individuals who consider themselves athletic, individuals who consider themselves sedentary will less likely feel especially motivated to exercise when watching inspirational fitness videos. In addition, gender does not seem to be correlated with sports advertising, sports gear or equipment seems to especially motivate athletic individuals to exercise and individuals' self-perception seems to be correlated to their workout motivations.

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INTRODUCTION

Description of Research

The purpose of the present research is the evaluation of how audiovisual sports advertising has influenced and altered throughout the years, consciously and unconsciously, the self and the socio-cultural perception of sedentary individuals. In other words, the goal is to trace the marketing strategies used by the sports industry in order to draw and influence the audience's attention to consume the products and/or services that it intends to sell. Consequently, the objective is to understand the effect of those strategies on the audience and how they apply specifically to audiovisual sports advertising.

The motivation to accomplish this investigation is the actual need of such a research. Most of the existing literature on body image and sports advertising that combine both body image and sports advertising (analyzing not only the female subject, but the male one as well) has presented itself as a huge gap in the world of scientific research that urgently needs to be fulfilled (McCabe & Ricciardelli, 2001, p. 236; Pope, Olivardia, Gruber, & Borowiecki, 1999, p. 71; Vilas Boas, 2003, p. 202). With this research, that is the gap that we ambition to fulfill. The goal is not only to bring something more to the "general knowledge" department, but to also achieve an investigation that, with its acquired data and conclusions, can assist businesses in the sports industry.

Beyond the previously presented motivations, the remarkable aspect of this theme is that it does not focus on the subjects of study generally considered. For starters, the sedentary population doesn't seem to be the target-audience of most of the audiovisual sports advertisements. Therefore, choosing the sedentary population as the main subject of study adds an innovative approach to this investigation, opening up brand-new possibilities when it comes to research topics. Proposing new data on the influence of sports advertising in individuals can be useful to create a new element on the strategic dimension. This may be valuable to create campaigns focused on inspiring the audience — benefiting the audience —, while providing companies with a list of recommendations to create optimal promotional campaigns — benefiting the industry.

Goals

The main goal is to understand the influence of audiovisual sports advertising in sedentary (i.e. physically inactive) population and how audiovisual sports advertising has contributed in culturally shaping self-perception and the perception of others throughout the years. An additional goal is also to analyze the strategies used by certain brands in the sports industry to embrace the sedentary population inclusively, creating the new "open community" trend and raising awareness for engaging in physical activity.

Last but not least, the aim is to discover what type of video approaches contribute to more successful outcomes in sports advertising in order to charm the public into buying the products and/or services they represent.

Therefore, we can summarize the goals of this research into the following:

To understand how audiovisual sports advertisements contribute in the configuration of self-perception and the perception of others;

To explore sports' industry most effective strategies to draw the attention of the sedentary population;

To find the best approach to successful outcomes in sports advertisements.

Research Questions

The previously stated objectives have led to the definition of the following main research question:

- What is the influence of audiovisual sports advertising in the sedentary population?

Subsequently, the main research question was broken down into four smaller, more operational questions:

1) In what ways have the sports industry's marketing strategies developed?
2) How do sports advertisements influence self-perception and the perception of others?
3) What are the sports industry's most effective strategies to draw the attention of the sedentary population?
4) What approaches contribute to successful results in sports advertisements, for enterprises?

Hypotheses

The succeeding hypotheses are the proposed answers to the previously determined research questions.

In what ways have the sports industry's marketing strategies developed?

Throughout the years, the marketing strategies used by the sports industry have developed in an almost ambiguous manner. The body image that used to be considered "repulsive" in the past is presently considered a role model (Vilas Boas, 2003, p. 174). One perfect example of this is in the image of a woman with a very toned body and/or muscular, that in the past was mostly ridiculed, prioritizing the image of a thin woman (almost skeletal) or in the image of a very muscular (Vilas Boas, 2003, p. 174) and voluminous man, that in the past wasn't truly accepted by society, and

nowadays, is an aspiration (A. R. Smith, Hawkeswood, Bodell, & Joiner, 2011). The plan was to analyze a list of the most successful audiovisual sports advertising commercials (empathizing on the brand Reebok) and understand the public's outlook and opinion regarding the audiovisual advertising structure.

How do sports advertisements influence self-perception and the perception of others?

Sports advertisements influence extensively self-perception and the perception of others. Audiovisual sports advertising influence all societies, including the sedentary population that, conscious or unconsciously, has the tendency to build their role-models and ideals inspired from the transmitted images (e.g. through advertisements) (Madanat, Brown, & Hawks, 2007, p. 1045). This has an enormous impact when it comes to body image, self-perception and the perception of others (Cash, 2004; D. Smith, Wright, Ross, & Warmington, 2008). Self-perception and the perception of others were intended to be measured and interpreted through the feedback of the particular topics discussed in the Focus Group Research sessions.

What are the sports industry's most effective strategies to draw the attention of the sedentary population?

One of the most recent and effective strategies used by brands of the sports industry in order to embrace the sedentary population is the use of models with a look that fits the standards of beauty of the targeted society. The intention of this seems to be making the sedentary public relate more to the exhibited content and believe that, in a world where the ideal of beauty tends to switch from the very thin woman to the toned woman or muscular man, it is possible to also add to that "ideal model list" the "common person" image (A. R. Smith et al., 2011). The "common person" is the individual who has all the traits that make up a profile that cannot cease to be a role-model: a full-time employee, a mother or a father, and all individuals that have limited time to take care of themselves (i.e. to engage in sports physical activity and shape their bodies as they desire). We believe that this is the most recent strategy adopted by some sports brands in order to invite the physically inactive population to belong to the world of sports. To cover this aspect and check its authenticity, the Online Research Survey's results and the data acquired from the Focus Group Research will be taken into consideration. Examining the most successful audiovisual sports advertising and listening to the audience's opinion and behavioral response will contribute to the identification of the stages for the creation of successful marketing campaigns (Kotler & Armstrong, 2006).

What approaches contribute to successful results in sports advertisements, for enterprises?

The audiovisual sports advertisements that most likely and effectively obtains the most reactions and responses from the sedentary public is the motivational approach. However, we believe that

this might vary according to different factors, such as: an individual's gender, age or physical condition (athletic or sedentary).

Analysis Model

According to Quivy and Campenhoudt (2005) designing an analysis model is essential for a well-structured and coherent research, focusing on specific components that are established in order to respond to the main research question. Consequently, the dimensions were determined before each concept, since the dimensions were inspired by the research question (Table 1). The concepts are Marketing and Population. The Marketing concept explores a Sports Advertising dimension, that integrates an Audiovisual and Audience component and a Body Image dimension, that integrates an Influence component. The Population concept examines a Sedentary and an Athletic dimension that integrates a Motivation and a Sociodemographic component. In addition, given that indicators are quantifiable and measurable manifestations of the concepts' dimensions, each concept needs specific indicators that could take part in the measurement of the dimensions (Quivy et al., 2005).

What is the influence of sports advertising in the sedentary population?			
CONCEPT	**DIMENSION**	**COMPONENT**	**INDICATOR**
Marketing	Sports Advertising	Audiovisual	Brand Models Video Type Sports Modality
		Audience	Brand Relationship Brand Communities
	Body Image	Influence	Culture Self-Perception Perceptions of Others
Population	Sedentary (Physically inactive in sports physical activity)	Motivation	Sports History
		Sociodemographic	Gender Age
	Athletic (Physically active in sports physical activity)	Motivation	Athlete/Amateur Sports History

Table 1 - Analysis model

The purpose of the Sports Advertising dimension is to understand which indicators within the Audiovisual component (i.e. brand, models, video type, or sports modality) of advertising are, in fact, significant to affect the audience, how advertisements interact with the audience and what specific marketing strategies are employed on advertising. The Online Research Survey was used for elucidation on how models might affect individuals and how individuals view a certain model. The Focus Group Research helped clarify on brand and video type preferences (i.e. inspirational, comic, or educational) and sports modality preference and/or rejection on advertising content. Additionally, within the Audience component, the goal is to comprehend how the audience relates to sports industry's brands (and their respective brand communities) and, essentially, what kind of relationship the audience has with sports brands. The Focus Group Research was conducted to raise awareness regarding sports brands' connection to the audience and to discern how individuals actually feel about and stereotype certain brands.

The purpose of the Body Image dimension is to recognize, within the Influence component, how the integrated indicators (i.e. culture, self-perception and the perception of others) are affected. In the same way the Online Research Survey assisted in grasping how individuals might perceive models (existent indicator on the Sports Advertising dimension), it was useful to understand how individuals might perceive themselves and others. The Focus Group Research was used to enlighten the Online Research Survey's results, in which the group discussion and the Observation Grid served as a valuable tool to identify more carefully possible varying factors in individuals' behaviors. The Focus Group Research's group discussion was useful to highlight potential disagreements in judgement between individuals, possibly influenced by cultural differences.

The purpose of the Sedentary and Athletic dimensions is to understand how indicators within the Motivation component (i.e. sports history, and athlete or amateur for the Athletic dimension) and Sociodemographic component (i.e. gender and age) affect the way individuals perceive sports advertisements and all of the integrated features of advertising. The Online Research Survey helped to preliminarily sort the possible significance of sports history, physical activity frequency, self-perception (i.e. considering oneself athletic or sedentary), and gender and age to a combination of variables conceivably related to individuals' motivation to engage in physical activity. The Focus Group Research was beneficial to shed light on any doubts correlated to the Online Research Survey's results.

Structure of the Dissertation

The present work is divided in three main parts, preceded by this introduction and succeeded by a final conclusion.

On the first part, we present the theoretical framework that guided this study. The theoretical framework is organized into five chapters and a final synthesis. On the first chapter, we start by presenting the main concepts of mass communication, exploring the main models of

communication, the definition of audience and the effects of communication. Identifying these main concepts is essential to figure out the medium where audiovisual sports advertising operates. On the second chapter, we introduce sports advertising, explore how advertising has evolved until the modern day and define brands communities and sedentarism. Defining these concepts is fundamental in order to understand brands and the main subject of the study. On the third chapter, we examine the concept of body image, go into the differences and similarities in gender and introduce a modern category in advertising models. This is central in order to be able to bring individuals' self-perception and the perception of others to light to signal how sports advertising might affect the public. On the fourth chapter, we explore the marketing strategies implicit in advertising. Outlining these strategies will enable the comprehension of how brands work to catch the public's attention and design their commercials. On the fifth chapter, we present the brand explored on the case study, exploring its history, analyzing its concurrent and selecting its most important advertisements and campaigns.

On the second part, we reveal the methodology of this study, clarifying the research design's approach, strategy and method and the various data collection tools employed that were essential in order to proceed to the following part.

On the third part, we report the acquired data and, subsequently, analyze the Online Research Survey results and the data collected in the Focus Group Research.

We live in a world immersed in sport media, yet it has become so much part of our daily lives that it often goes unnoticed. Sport media has become an important part of the ways in which people and nations construct individual and collective identities, as well as understand their place in the world, yet it is often left unquestioned. (Nicholson, 2007)

PART 1 - THEORETICAL FRAMEWORK

1. Mass Communication

1.1. Models of communication.

According to Agnes (2002), the word *information* is defined as (1) “being informed”, (2) “something told or facts learned; news or knowledge” or (3) “data stored in or retrieved from a computer” and communication is (1) “transmitting”, (2) “giving or exchanging of information, etc.”, (3) “a message, letter, etc.”, (4) “a means of communicating”. With this in mind, the notion and necessity for the formation of communication models didn’t come unexpected. In view of that, came four intellectuals that strongly invested to explain the process of information exchange through communication models: Harold Lasswell, Shannon-Weaver and Wilbur Schramm, considered the pioneers of Communication Studies.

Lasswell’s model.

Harold Lasswell (1948) states that the act of communication can be broken down by answering the following five questions: “Who/ Says what/ In which channel/ To whom/ With that effect?” (p. 216) (Figure 1). He suggests that structure and function are the two main settings of any process analysis and invites readers to think of the world attention process as “a series of attention frames” (Lasswell, 1948, pp. 216–218) that can be rated varying between each individual and/or group.

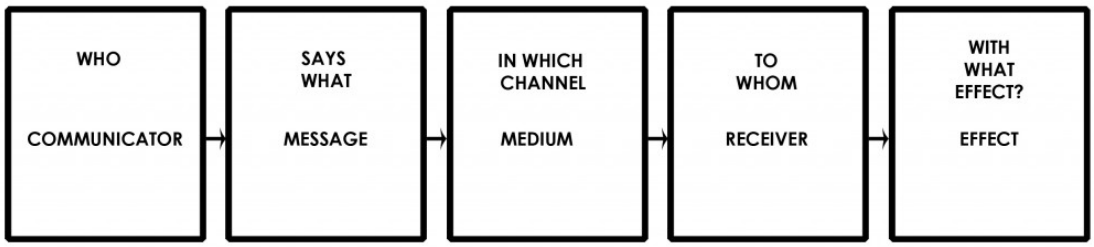

Figure 1 - Lasswell's (1948) Model of Communication

Shannon-Weaver model.

Published in 1949, the Shannon-Weaver Model is one of the most important models of communication in the history of Social Sciences. It was based on the work of mathematician Claude Shannon and is well-known especially due to its simplicity, as displayed in Figure 2.

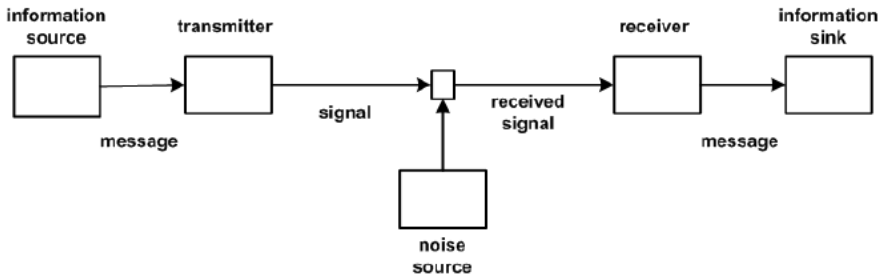

Figure 2 - Shannon & Weaver's (1949) Model of Communication

The first version of this model has five main elements: information source, transmitter, noise source, receiver and information sink. The *information source* produces the message to a *transmitter* which the message through a *channel* (or *noise source*) that carries the information to a *receiver* which puts the information into its *destination* (Wallace & Roberson, 2009). The revised version of the model ads a sixth element and lightly restructures the scheme. Besides source, encoder, channel, decoder and receiver, the message element is added in the middle to specify what is being sent from one side to another.

However, although this is the most valued model, there is an aspect that is not explored (Amado, 2007, p. 70): feedback. Agnes (2002) describes *feedback* as (1) “the transfer of part of the output back to the input, as of electricity or information” and (2) “a response”.

Schramm’s models.

Wilburn Schramm first introduced his model of communication in 1954, which evolved in three different stages, “from a relatively simple individual form of communication to a complex model involving interaction between two parties” (Wallace et al., 2009, p. 36).

The first stage of the model is the simplest one. A message is sent from a *source* (mind) to an *encoder*, that imports an idea and converts it into a certain symbol (Schramm calls it *signal*), then received by a *decoder*, that exports the symbol and converts it into the idea, and transmitted to its target.

The second stage presents itself as a little more composite, asserting that only shared information that belongs to the parties’ fields of experience is communicated, since it is the only shared portion that both parties can understand (Wallace et al., 2009, p. 36). The idea that each individual has a controlling and depending field of experience is part of Schramm’s legacy to communication theories.

The third stage of the model is by far the most complex of the three, where communication is viewed as a multipart collaboration process that results in Schramm’s view of the communication process.

The last stage takes “the feedback of continuously shared information” (Wallace et al., 2009, p. 36) into consideration.

The final version of Schramm’s Model of Communication can be seen on Figure 3.

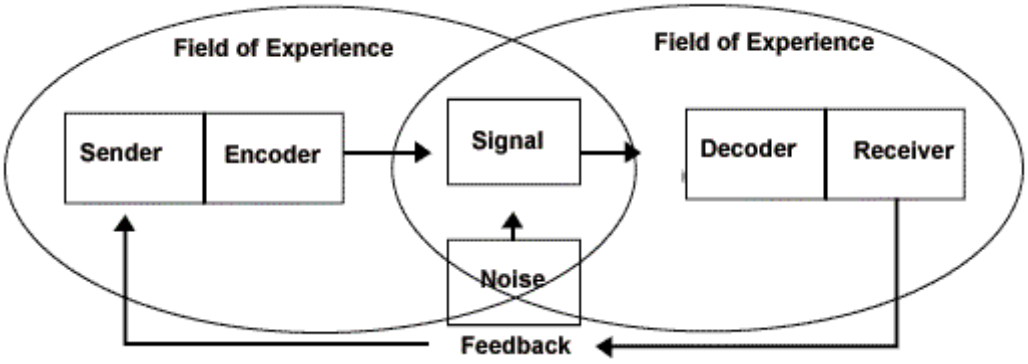

Figure 3 - Schramm's Model of Communication (1971)

1.2. Audience: the individual and the group.

Nobody is entirely excluded from worldly contact and, nowadays, information can reach all places (Lasswell, 1948, p. 218). According to Wallace et al. (2009), communication requires the sending, receiving, understanding of an idea and giving feedback to the transmitter and on average, takes up 70 percent of work time daily (p. 43).

To Lasswell (1948), there are two main types of analysis that can be identified within media and audiences: audience analysis and effect analysis. He suggests that *audience analysis* concerns with what type of audience media is trying to target and *effect analysis* is related to the impact upon specific audiences, and considers that sometimes it is better to combine both analyses than keeping them apart (p. 216).

As opposed to other species, the human being exhibits speech reactions, which makes interview possible for the investigation of perception. Nevertheless, when the answer given by one individual cannot be trustworthy, the interviewer must predict the opposite of what the individual states and depend on other indicators both verbal and nonverbal (Lasswell, 1948, p. 221)

The previously discussed notion of not always being able to trust an individual’s statement (Lasswell, 1948) was strongly preserved throughout this research, bearing in mind that an individual’s answers were not the only variables used for evaluation, more abstract reactions were considered as well (actions and behaviors).

Wallace et. al (2009) define *interpersonal communication* as “the sharing of information between two persons” (p. 39) and *group communication* as “interaction among three or more individuals, in

a face-to-face situation, who have a common need that is satisfied by the exchange of information" (p. 39) and Agnes (2002) defines the term *group* as "a number of persons or things gathered or classified together". Herewith, Lasswell (1948) proposes that different groups of audience can be put into categories corresponding to their values and identity (p. 228), claiming that "so far as industrial civilization is concerned, we have no hesitation in saying that power, wealth, respect, wellbeing, and enlightenment are among the values" (p. 221).

Lasswell (1948) notes that, in general, society has the three roles the of communication process: surveillance of the environment, correlation of the components and transmission of the social inheritance (p. 228). Firstly, the surveillance of the environment endeavors to monitor society's setting, protecting and continuously evaluating its value position. Secondly, the correlation of the components works on reinforcing society's modules' relationship to its environment. Lastly, the transmission of the social inheritance ventures to diffuse society's heritage, as a group composed by a "single organism" (Lasswell, 1948, p. 228).

Accordingly, the audience can be more clearly comprehended if it is interpreted as a group that is composed by a collection of individuals. Currently, due to the growing importance of social media, the relationship between the transmitter and the receiver — which involves the decryption of messages — is crucial, therefore it is important to recognize the power of feedback.

1.3. Effects of communication.

The Hawthorne Effect.

The Hawthorne Effect was discovered during an experiment conducted at the Hawthorne Plant of the Western Electric Company in Chicago, Illinois, in the late 1920's (Coombs & Smith, 2003) and opened a brand-new perspective on social sciences research methods — the recommendation of introducing a controlled group in "randomized experimental designs" (Coombs et al., 2003). The objective of the experiment was to understand whether physical features of the work space, such as illuminations levels, could influence workers' productivity. Throughout the experiment, several lighting levels were applied and during each of them, results didn't bring researchers closer to a specific result, because productivity levels were rising mindless of the illumination levels (Coombs et al., 2003, p. 98). Therefore, it was concluded that it wasn't illumination conditions that were augmenting workers' productivity gains, but the fact that they were put in a controlled and observed room (Coombs et al., 2003, p. 98).

1.4. Chapter synthesis.

The main goal of the present research is to discover the effect of a particular type of media on a specific group. In other words, to explore the models of various communication to better comprehend how audiovisual sports advertising reaches out to the public. Exploring the implicit

processes in communication, such as verbal and non-verbal response patterns (Lasswell, 1948; Wallace, 2009), feedback (Amado, 2007) and the possible effects of a controlled environment (Coombs et al., 2003) is essential. Besides contributing in an improved notion of what to expect from the audience's responses, it contributes for a more comprehensive assortment of signs and patterns to look for when observing a group of people in a controlled environment.[1]

Specifically inspired by Lasswell's 1948 Model of Communication, we aim to understand: who (Reebok), says what (brand promotion and advertising), in which channel (audiovisual), to whom (general, non-athletic individuals), with what effect (the effect was exactly what this research investigates).

To investigate the actual influence of audiovisual sports advertising, one must primarily identify the concept of audience and recognize how individuals can respond, verbally and nonverbally, to media. As Harold Lasswell (1948) clearly notes, the advantage of investigations studying the human reaction or feedback is the fact that humans can respond through speech, giving room for interviews to happen. However, when it comes interviews, what individuals respond to a certain question cannot be the only deciding factor, but how they actually react to that question or stimulus as individuals, or as a group. The fact that people cannot be trusted only by their words, but for their speechless reactions was an important element to keep in mind, in both the Online Research Survey data analysis and the Focus Group Research data analysis.

The Hawthorne Effect is an interesting concept to be aware of in researches that have an interview/survey component, especially when the interviewing method are Focus Group Research and the intent is not only direct interview, but the examination of behaviors as well. Consequently, one must make sure that the interview environment provides participants with a prosperous environment so participants do not feel controlled or observed in the room.

The last stage of Schramm's Model of Communication, feedback, is essential, precisely because in order to identify the influence sports advertising has on the sedentary individuals, one must be aware and open to the audience's personal feedback (i.e. thoughts, opinions, judgements and reactions) to sports advertising.

[1] Which applies to the design of the Observation Grid of this research's Focus Group Research sessions.

2. Introduction to Sports Advertising

2.1. Evolution of advertising.

Origins.

Since the beginning of recorded history, advertising has been around. Signs of the Premarketing Era's advertising can be traced back to 3000 B.C. where advertising messages were found inscribed on Babylonian clay tablets (Lewis, 2015). In Greek communities, local merchants (known as criers) sang little riming songs in order to draw the attention of potential customers and hand-written announcements on walls about offers and events (Kotler et al., 2006, p. 436), not only in Greece, but in Pompeian ruins as well. These "advertisements" can actually be defined as "announcements" (Travassos, 2005).

Glimpses of the beginning of the Mass Communication Era appeared in 1438, when Gutenberg's printing press surfaced, making the production of printed materials possible. This also facilitated mass distribution. Nonetheless, it was nearly two centuries later, from the 1700's all the way through the beginning of the 1900's, that the expansion of industrialization in America allowed for economy to grow tremendously and, consequently, establish a marketing system, especially through advertising (Lewis, 2015). In addition, it is believed that the Boston News-Letter, whose first issue was published on April 24th, 1704, was the first American newspaper with advertising (Lewis, 2015).

Rise of Broadcasting.

In 1927, the Federal Radio Commission (current Federal Communication Commission) was founded and until the 1950's, radio was the main advertising medium (Lewis, 2015). The expansion of radio broadcast gave people a new sense of community, due to its simultaneous transmission in any place within the country. However, by the 1930's the audience progressively became more suspicious of advertising's implicit strategies of persuasion and began to blame it for the economic crash that had begun (Lewis, 2015).

It was during World War II that economy improved and once the war was over, product consumption increased even more. However, the audience were still very suspect of advertising and these concerns rose with the Hitler Youth, McCarthyism, nuclear threats and other occurrences that lead people to believe they were being controlled and influenced by media into purchasing unnecessary products (Lewis, 2015).

Television broadcast was born in the United States of America in 1939. With this, came the diffusion of sports, which in reality required sports to compromise its essence (Rader, 1984, as cited in Mendes, 2002, p. 2), to make sports more television-friendly and with commercials, financially rewarding. Adjustments like schedules, game pace and locations were all made to make

sports events' transmission successful and profitable (Rader, 1984, as cited in Mendes, 2002, p. 3).

Gradually, the public became less suspicious and more entertained by advertising and it gradually developed into an integrated and lucrative part of the sports industry.

From the 1970's through the 1980's, advertisers swiftly started to identify and categorize markets by demographics and product users and, as a result, television's channels multiplied and specialized magazines and newspapers were published according to different interests in order to attract specific groups of people (Lewis, 2015, p. 7). This gradually lead advertising to progress.

Modern Advertising.

Fortunato (2011) says that although technology has changed, the vital purpose of advertising remains the same. Lewis (2015) expounds that modern advertising became a mass media means of communication as a result of the following four main elements: the rise of capitalism, the Industrial Revolution, manufacturers' pursuit of power within the channel of distribution, and the rise of general mass communication. In other words, the advancement of advertising is also the result of the cultural and economic significance given to it, produced by a market-driven system and expanded in a capitalistic market economy (Lewis, 2015).

As a result of possible revenue growth and notable advertising results, investments in sports advertising have been increasingly escalating. "With specific reference to sport, advertising and promotional culture there has been a steadily developing body of literature over the past 20 years" (Jackson, 2015, p. 492). Presently, exclusively concerning general advertising media, there are annual bill estimates of more than 148 billion dollars (Kotler et al., 2006, p. 436). This also might be due to businesses' growing Internet usage as another prospective source for industries to promote their products, services and raise awareness for potential supporting causes. This alternative to the regular television broadcasting of advertisements is particularly interesting and beneficial, considering that those work with a "reservation model", where advertisers must apply for a spot in the televised broadcast for a fixed fee (Bayer et al., 2007).

In present days, the new technology that has been turning heads is the possibility for television networks to advertise sponsors through virtual advertising (Cianfrone, Bennett, Tsuji, & Siders, 2006, p. 290). Virtual advertising consists in advertisements that are digitally inserted into real-time television broadcasts (e.g. in a sports event broadcast, advertisements are digitally added anywhere in the sports field). One of the benefits of this sort of publicity is that it is able to reach a wider audience, because the advertisements are strategically placed to catch the attention of the audience. Another advantage is the ability for the technology to allow, for example, "an ad for Nike to be placed 'over' an existing Adidas stadium sign (…) as it allows companies to consistently reach targeted markets or niches" (Cianfrone et al., 2006, p. 291).

Furthermore, Lewis (2015) notes that in order to reach audience through social media, advertisers need to create brand-new innovative strategies, considering that "the era of ad-supported television programming" has come to an end (p. 7).

2.2. Brands and their relation to communities.

Brand communities.

Muniz and O'Guinn (2001) define brand communities (BC) as a "specialized, non-geographically bound community based on a structured set of social relationships among admirers of a brand" (p. 412). As Figure 4 illustrates, brand communities can be separated into two main groups, online and offline, and categorized into four components: social networking, community engagement, impression management, and brand use (Woolf, Heere, & Walker, 2013, p. 97). Muniz et al. (2001) indicate that the shared interests, rituals and traditions that preserve the community's shared history and a sense of moral responsibility are the three symbolic factors of brand communities.

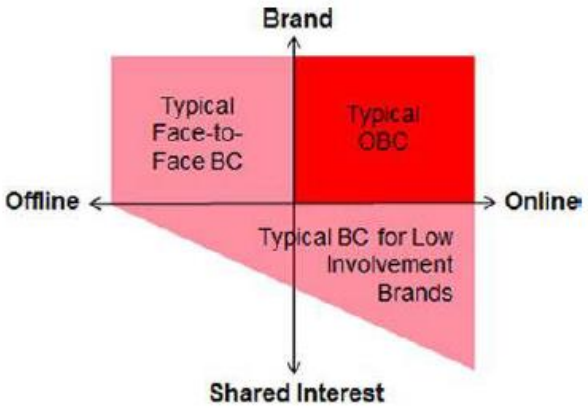

Figure 4 - Wirtz et al. (2013) Brand Communities' Modes of interaction and Core Focus

The development of communities is a reflection of the social and economic changes that have occurred since the 19th century (Wirtz et al., 2013, p. 223). One example of this is the creation of online brand communities (OBC) to represent brands, which has become a growing trend since the beginning of the millennium. Wirtz et al. (2013) also identified four aspects of online brand communities: brand orientation, Internet-use, and funding and governance (p. 225).

Brand communities allow companies to build relationships with their customers (McWilliam, 2000), obtain feedback more instantly, and give room for consumers to communicate with each other and exchange ideas and opinions. However, since brand communities enable consumer-to-consumer spontaneous communication, the outcome cannot be predicted and for that reason, has raised many questions (McWilliam, 2000). One of the most notable advantages for engaging in online brand communities, as opposed offline brand communities, is that it can go around external factors like location or culture, which usually influence the level of connection that a consumer has with

their sport brand of choice due to the costs of geographical dislocation (Kunkel, Doyle, & Funk, 2014, p. 470). Another big difference between online brand communities and offline brand communities is that the interest[2] can range from very low to very high (Wirtz et al., 2013, p. 227).

In a sports dimension, with brand communities, charitable organizations have found a way to survive the "overcrowded and competitive market (e.g. raise awareness, secure donations, and solicit volunteer support)" (Higgins & Lauzon, 2003, as cited in Woolf et al., 2013, p. 95). By allowing for profitable outcomes, but also by enabling individuals to interact with each other and the actual cause they are contributing to, strengthening "the sense of overall community" (Peloza & Hassay, 2007, as cited in Woolf et al., 2013, p. 96) and "increasing awareness through media, thereby adding sponsorship value" (Higgins et al., 2003, as cited in Woolf et al., 2013, p. 95).

Sedentarism.

Although "investigators rarely have measured sedentary behavior in direct ways" (Pate, O'Neill, & Lobelo, 2008, p. 173), the term "sedentary" is most commonly used referring to a person "marked by much sitting" (Agnes, 2002) and "individuals who undertake no leisure-time activity and individuals who undertake <30 min of physical activity each day are all defined as sedentary" (Booth & Chakravarthy, 2002, as cited in Bennett, Winters-Stone, Nail, & Scherer, 2006, p. 457).

Nonetheless, there isn't an agreement in literature on what the term "sedentary" actually means. On a one-dimensional perspective, Agnes (2002) define "sedentary" as "marked by much sitting". On a more complex perspective, literature on physical activity define individuals as "sedentary" if they do not spend time in activities that involve levels of energy expenditure of 3 MET's or more (Owen, Healy, Matthews, & Dunstan, 2010).

Introduced in 2010 (Owen et al., 2010), the "Active Couch Potato" phenomenon explores the possibility that people who engage in moderate-to-vigorous physical activity — which following the generally-accepted public health guidelines for health-enhancing physical activity, is 150 minutes per week (Haskell et al., 2007) — yet have high sedentary time (spending many hours of the day sitting) could still fit in the sedentary category.

The most evident method of physical shaping is nutrition, therefore it is essential to recognize individuals' best diet type and understand how media can affect that recognition process, by distorting it with its massive campaigns. Heath & Nelson (1985) highlight that the problem with big companies being able to afford very expensive image marketing campaigns is that they can easily

[2] Wirtz et al. (2013) originally used the term "involvement" (pp. 225-227)

dominate the public agenda with any service of their choosing, whether the organizations belong to the health and fitness branch or, for example, unhealthy fast food industries such as McDonalds.

Considering that worldwide obesity has increased, the 8% gap that used to divide models' weight and the average woman's, has amplified to 23% (Borzekowski & Bayer, 2005, p. 290). These are alarming statistics for two motives. Firstly, the fact that worldwide obesity keeps increasing means that society is undoubtedly not in the right path for life quality improvement — which might be considered a common, unanimous fundamental goal. Secondly, since the gap already existed to start with, it indicates that there is an immense discrepancy and divergence between a models' weight and an average person's and that, presumably, media is the originator of these inconsistencies.

2.3. Chapter synthesis.

Audiovisual advertising has been a part of history approximately since the beginning of television's golden age, in the 1940's, when it started to take over the visual medium market (Schmitz, 2012).

Modern advertising strategies (e.g. social media advertising) are clearly less expensive than medium's such as the television and, according to Bayer et al. (2007), it is a very profitable alternative to the regular television broadcasting of advertisements. Nonetheless, as online advertising intensifies, brands will increasingly struggle to break through the clutter. As a result, modern advertising will start to present bigger challenges to brands, not only in the sport industry, but in all commercial industries, calling for brand-new, innovative marketing strategies.

The benefit of brand communities is that brands can easily interact with their fan base and their own fan base can connect with each other, exchanging ideas and opinions — although the outcomes are unpredictable and not always incontestably positive. Nonetheless, for the most part, the existence of brand communities is constructive, because it enables users to create a bond with the brand and its community, which in the long term, can make them have a sense of responsibility and loyalty towards the respective brand.

This research focuses on how audiovisual advertising reaches out to the public, either consciously captivating them, or unconsciously changing their outlook on the world, altering their self-perception and the way they perceive other people.

In the present days, brands are putting in efforts to do more than just hold the public's interest to its products and/or services. Enterprises are working to create brand communities to entice all groups of people to join them. An example of this is sports' industry's publicities, such as Nike's mission

statement “If you have a body, you are an athlete”[3] and 2012 “Find Your Greatness” campaign, Puma’s 2010 commercial “After Hours Athletes”, Britain’s “This Girl Can” campaign, Reebok’s “Be More Human” campaign, and CrossFit’s famous maxims that “CrossFit is the only sport where the last person receives the loudest cheers” and that “CrossFit is for everyone”. These are some of sports companies’ work towards the same endeavors: to attract new groups of customers — such as the sedentary one —, to inspire their current legion of fans and to strengthen the company’s value.

Sports brands seem to be increasingly investing on attracting not only the athletic public, but the non-athletic one as well, creating strategies to welcome and encourage the sedentary population. Through statements that motivate the acceptance of bodies of all shapes, sizes or [physical] conditions, or banalizing the word “athlete” in order to transform the term into an approachable category — which anyone can embrace if they adhere to that specific brand or become part of their community — the truth is that it is becoming socially acceptable for people to be give the “athlete” label, as long as they get out of the couch and start moving.

Nevertheless, there do not seem to be as many disagreements on the meaning of athleticism or what being athletic fundamentally means, as on the actual meaning of “sedentarism” and “sedentary”. In view of that, sedentarism might as well be a state of mind, a particular attitude towards daily events, or a disposition to face life apathetically without taking charge. Sedentarism might be a prolonged feeling, or an emotion that suddenly takes over one’s self and leaves unnoticed on the next day.

3. Body Image

3.1. Overview.

“Body” can more formally be characterized as “the physical structure of an organism” (Borzekowski et al., 2005, p. 289), “image” can more subjectively be defined as “(4) a mental picture; idea” (Agnes, 2002) and “images derive from perceptions that are influenced by personal and cultural factors” (Borzekowski et al., 2005, p. 289).

Although “body image [is the] internal representation of [one’s] own outer appearance” (Thompson, Heinberg, Altabe et al., 1999, as cited in Borzekowski et al., 2005, p. 290), perspective distorts, in many ways, the self’s own representation, thus it “refers to the multifaceted psychological experience of embodiment, especially but not exclusively one’s physical appearance (…) ‘body image is body images’” (Cash, 2004; Cash & Pruzinsky, 1990, p. xi, as cited in Cash, 2004). Therefore, the significance of appearance is complex (Bull & Rumsey, 1988; Cash, 1990; Etcoff,

[3] Statement by Nike co-founder, Bill Bowerman

1999; Jackson, 1992; Patzer, 1985, as cited in Cash, 2004) and due to this, “individuals’ own subjective experiences of their appearance were often even more psychosocially powerful than the objective or social ‘reality’ of their appearance” (Cash, 2004).

Hellenism was one of the most naked-body accepting times in history, when being naked was considered to be graceful and even athletes performed, or competed entirely unclothed (Vilas Boas, 2003, p. 168). Vilas Boas (2003) suggest that people’s beauty stereotypes are connected to the origins, in other words, that men might feel attracted to bodies that look more fertile and ready for reproduction, while women look for strong men who appear capable of protecting and providing (p. 171).

As some sports psychologists have suggested (Crawford & Eklund, 1994; Hart, Leary & Rejeski, 1989; Lantz, Hardy, & Ainsworth, 1997, as cited in D. Smith et al., 2008, p. 7), people with confidence issues and concerns “are most likely to avoid exercise and sport settings where their body can be evaluated by others” (D. Smith et al., 2008, p. 7). Taking this into consideration, there is a possibility that sports advertising might have a bigger impact than initially expected on the sedentary population. Additionally, the results of D. Smith et al.’s 2008 research revealed that “the use of very fit and toned models in the advertising of sport-related products can have a detrimental effect upon body image of both males and females” (p. 1). Exposure to advertising that depict “ideal body” representation has increased (Agliata, & Tantleff-Dunn, 2004, as cited in D. Smith et al., 2008, p. 1).

Average bodies are owned by people who live day-by-day without trying to improve their physique for seduction — whether it is for photography, modeling, sports competition, or for other motives (Vilas Boas, 2003, p. 192). Silva (1995) believes that the athletic body is an addicted body, because if that body stops training, it will have to go through a painful process with metabolic consequences, making the body a prisoner inside itself (p. 235). The author also believes that the body of a competitive athlete isn’t necessarily the healthiest, mainly due to the grueling workouts that involve constantly bringing the body to its limits, resulting in chronic exhaustion, especially when associated with steroids used to improve performance (Silva, 1995, p. 235). This notion brings people to such a level of awareness that they might begin to halt the appreciation for bodies that represent the athletic lifestyle and become more accepting of the “average body”. Nevertheless, there is a risk of unhealthy behaviors from people whose body image is further from matching their ideal (Markey & Markey, 2005; Nichols, Dookeran, Ragbir, & Dalrymple, 2009).

Media and advertisers can be considered the most influential and the “’loudest and most aggressive purveyors’ of body image ideals, using them to sell and promote their products to target audiences” (Groesz, Levine, & Mornen, 2001, as cited in D. Smith et al., 2008, p. 3). Spitzer et al. (1999) mentioned that there is an increasingly big difference between media’s current representation of beauty and the body shape and size of majority of individuals (as cited in

Tiggemann, 2004, p. 29). In fact, Madanat et al. (2007) presume that Western advertising "may have more subconscious influences on women's eating styles than anticipated" (p. 1045).

In a study conducted by Sabiston and Monroe (2001) "comparing the effect of model-only advertising and product-only advertising on social physique anxiety" they concluded that "after female athletes were exposed to model-only advertising, their social physique anxiety increased, particularly in those who were initially low in social physique anxiety" (Sabiston & Monroe, 2001, as cited in D. Smith et al., 2008, pp. 7-8) which is not a positive outcome considering that the actual sports enterprises might be distancing their main public, making them "less likely to exercise and, therefore, less likely to buy their products" (D. Smith et al., 2008, p. 14).

According to Madanat et al. (2007) the Western media is more accepting of thinness than curviness, "often leads to restrictive dieting and the denial of hunger and may eventually contribute to emotional eating as a response to feelings of deprivation" (p. 1039) and is associated with eating disorders, like emotional eating, which "refers to eating in the absence of hunger due to emotional triggers such as boredom, anger and frustration" (p. 1040).

In reality, perhaps it isn't sports advertising alone that provokes physical dissatisfaction and body disorders, but the criteria of the models used in those advertisements that tend to be "very slim, fit, healthy and attractive" (D. Smith et al., 2008, p. 13), because they have the tendency to compare themselves (in an evaluative perspective). D. Smith et al. (2008) conclude that although sedentary individuals were highly affected by the displayed advertisements, "exercisers were affected to a significantly greater degree" (p. 13), especially because the shift of self-perception changed minutes after being exposed to those advertisements. This can be supported by Stice, Shupak-Nemberg, Shaw and Stein's (1994) conclusion that body dissatisfaction levels increase when exposure levels do (as cited in D. Smith et al., 2008, p. 13). This statement can be sustained by Leon Festinger's (1954) Social Comparison Theory that places the practice of comparison with social normal as an integrated part of individuals' self-evaluation process.

3.2. Gender difference.

The social pressure for women to be thin and men muscular is common (McDermott, 1996, as cited in A. R. Smith et al., 2011, p. 1) and "advertising in general has been shown to affect both males' and females' body image" (D. Smith et al., 2008, p. 7).

Men.

The concept of male physical ideals has changed and become "increasingly more muscular over the years, especially during the 1990's" (Leit, Pope, & Gray, 2000, p. 91). Men are compelled to be muscular, with an extremely well-toned body, a bulky torso and lean waist (McCabe et al., 2001), perhaps because muscularity is associated with self-confidence (McCreary & Sasse, 2000, as cited

in A. R. Smith et al., 2011, p. 232). Therefore, what could be attainable in the “presteroid era could not hope to compete against steroid-using bodybuilders today” (Kouri, Pope, Katz, & Oliva, 1995, as cited Pope, Olivardia, Gruber, & Borowiecki, 1999, p. 66).

Moreover, the amount of media content objectifying men has increased dramatically (Leit et al., 2000) and, as a result, men are progressively developing more predisposition to experiencing body dissatisfaction (Heinberg, 1996; Kaminski, Chapman, Haynes, & Own, 2005; Siever, 1994, as cited in A. R. Smith et al., 2011, p. 232).

Actually, “over the past few decades there has been increasing evidence of body image disorders in males” (Holle, 2004; Leit, Gray & Pope, 2002, as cited in D. Smith et al., 2008, p. 5). The 30-year evolution of action figure toys’ body shape is a great indicator of this phenomenon (Pope et al., 1999, p. 70). Figure 5 exhibits the evolution of one of the most famous action figures, GI Joe, from the 70’s to the 90’s. Consequently, the internalization of ideals presented by media “has been found to be a stronger predictor of drive for muscularity among heterosexual men than BMI[4]” (Daniel & Bridges, 2009, as cited in A. R. Smith et al., 2011, p. 232).

Nonetheless, not all men give in to media’s pressure. McCabe and Ricciardelli (2004) reached the conclusion that “college men were equally divided between wanting to lose weight and wanting to gain weight” (as cited in D. Smith et al., 2008, p. 5) and don’t have the inclination to go to extremes in order to change their body size and/or shape (McCabe et al., 2001, p. 228), but when they do, they have more desire to increase muscle mass than to lose weight (McCabe et al., 2001, p. 235).

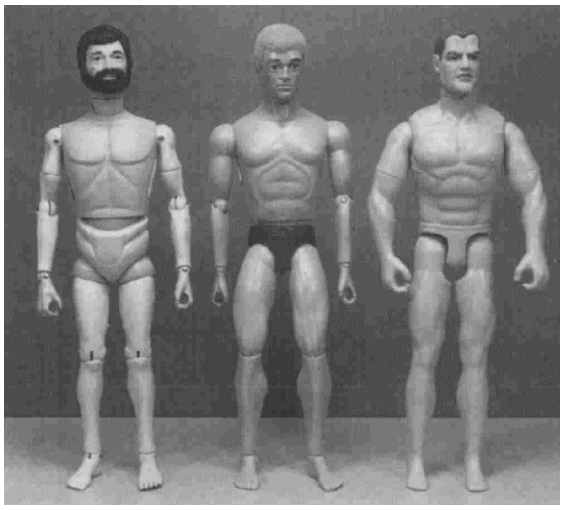

Figure 5 - Evolution of action figure GI Joe from the 70's to the 90's

[4] Body Mass Index

Women.

The concept of female beauty has evolved throughout the years, but some authors disagree on what way it has changed. While Vilas Boas (2003) believe that female figure ideal has become increasingly less thin over the years, Leit et al. (2000) consider that it has become "progressively thinner over the 20-year period" (p. 90).

On a women's magazines 30-year period review, Wiseman, Gray, Moismann & Aherns (1992) found that the number of articles related to diet and exercise magnified (as cited in Vilas Boas, 2003, p. 172). Results of a survey conducted by Vilas Boas (2003) that intended to understand the female body type that men are more drawn to, one third of the inquired chose the image of a woman with a slightly toned body and without athletic history, and nearly two thirds of the inquired selected the image of a female climber whose body did not appear to have muscular development (p. 198). Vilas Boas (2003) used Playboy Magazine's centerfold as a reference to recognize how the body ideals have developed over the years and concluded that from the first image studied (January 1958) to the last one (January 2001), the female body model changed from a curvier woman to a thinner and fitter one (pp. 172-174). Nevertheless, the body isn't the only variation that the researcher noticed. Besides finding that the modern body looks more artificial, the figure's flawless skin, immaculate hair and lifted breasts depict artificiality as well (Vilas Boas, 2003, p. 176).

Most women in general are pressured to be slimmer (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999, as cited in Shomaker & Furman, 2010, p. 1), yet adolescent girls, compared to older females, seem to be less satisfied with their bodies (Rand & Wright, 2001, as cited in Madanat et al., 2007, p. 1044). Marital and socio-economic status or religion do not seem to be an influential factor when it comes to body satisfaction and eating behaviors, but higher levels of education led to elevated emotional eating (Rasheed, 1998, as cited in Madanat et al., 2007, p.1043). Additionally, women "who felt more media pressure to look a certain way were 2.908 times more likely to want to lose weight compared with those who did not feel that pressure" (Madanat et al., 2007, p. 1043).

3.3. Virtual Models.

Virtual models are computer-generated tridimensional characters designed by artists from all over the world. The main objective for the creation of these virtual models is for storytelling, entertainment and to sexually attract the public (Wiedemann, 2001, p. 10, as cited in Vilas Boas, 2003, p. 191). Vilas Boas (2003) noted that 37.7% of virtual models are represented nude (p. 186).

Vilas Boas (2003) conclude that the virtual body is more desirable than the real one, because the virtual body is designed according to a certain culture's ideal, and can easily be idolized since nowadays real-life celebrities can be demystified through their overly-exposed lives (p. 184). An example of this is the ongoing importance that certain Japanese cults give to computer-generated

characters, believing that they are as important as real actors. The growing veneration of virtual models has been so dramatic that even modeling agencies, like Elite, have signed contracts and invested in the creation of the Elite Digital Models department (Vilas Boas, 2003, p. 184).

Examples of nearly inhuman, yet respected characters are Hulk and Lara Croft. Hulk is a legendary comic book superhero, presented as a strong, enormous, muscular and green monster that, side-by-side with humans, is even more impressive and, according to Vilas Boas (2003), only then can shine (p.183). Lara Croft is the remarkable fictional character and protagonist of the video game franchise Tomb Raider and portrayed as a very attractive, clever, determined, focused and strong woman. Needless to say, back in 1996 her body shape was quite the stereotype — men dreamed of a woman like her (Vilas Boas, 2003, p.184) and many women wanted to be her. Nevertheless, throughout the years, it has gradually changed from a very curvy woman with extremely thick lips, big breasts and *derrière* and very thin waist, to a more natural-looking woman with much smaller breasts and bottom, thinner lips and a bigger waist than the very first version. Her evolution can be clearly seen on Figure 6.

Figure 6 - Lara Croft's evolution from 1996 to present days

3.4. Chapter synthesis.

As previously mentioned, some companies have made a few attempts in order to invite every single person into their brands through sports advertising, especially through the audiovisual type. Besides the clear marketing strategy, efforts to welcome both athletic and sedentary groups into a single brand community should not be taken for granted. Since individuals' motive for sedentarism may be due to low self-esteem, considering D. Smith et al.'s (2008) conclusion that "individuals with such concerns are more likely to avoid exercise and sports settings where their body can be evaluated by others" (p. 7).Therefore, sedentary individuals might, unconsciously, need that extra push, that are being provided through companies' strategies, to get involved as well.

If there are existing disagreements on what the concept of beauty relies on (Vilas Boas, 2003; Leit et al., 2000), it might as well be a result of the mixed messages that media has projected in the

past or, perhaps, there is no longer a single, specific concept of beauty. With today's technology, advertisements no longer need real-life models in order providing to publicize their products or services, and could eventually rely on virtual characters alone — some companies have already opted out of signing real-life models and contracted virtual models. If on one hand, virtual bodies are most desirable than real ones (Vilas Boas, 2003, p. 184), because they can be specifically designed according to a culture's ideal, on the other hand, many brands are working towards raising awareness for self-acceptance. Subsequently, considering that companies seem to actually be pulling opposite strings, with some either inducing audience the need for perfection, or trying to convince society that they are accepted and should embrace who they are, exactly for who they are, wouldn't it be a contradiction to choose virtual bodies over real-life models — or better yet, real-life models over "the average" person?

As a matter of fact, how can "the regular body" be described? Is it the inartificial, unretouched body, whose hair is far from immaculate and skin is the opposite of flawless? Vilas Boas (2003) defines the "average body" as the one who does not live under the pressure to improve (p. 192). However, if it has become more and more unacceptable to judge a person by its "average" look, shouldn't it be unacceptable to critic someone by its athletic, cultivated body? Currently, although a wide-ranging messages related to the "ideal body" seem to be projected by media, perhaps in the end, the true message that should be extracted is that the different insights could be merged together, should be embraced and can actually co-exist with one another.

4. Marketing Strategies

4.1. Overview.

Advertisement is "a public notice, usually paid for" (Agnes, 2002) and works by sending a message to the consumer, usually through message content, media scheduling, and repetitions (Singh and Cole, 1993, as cited in Cianfrone et al., 2006, p. 291). Understanding customer's wants, needs and demands, and knowing how to deal with customer-managed relationship, is a big part of a company's responsibilities (Kotler et al., 2006, p. 436). Kotler et al. (2006) see culture as "the most basic cause of a person's wants and behavior" (p. 135) and explain that "marketers are no longer asking only 'How can we reach our customers?' but also 'How should our customers reach us?" and even "How can our customers reach each other?'" (p. 8). Consequently, besides creating customer value, companies have to transmit those values to customers (Kotler et al., 2006, p. 436).

Business firms are not the only ones making advertising investments. "Business firms, not-for-profit organizations, professionals and social agencies also use them to promote their causes to various target publics" (Kotler et al., 2006, p. 436), but first, they have to designate customer-target and decide to what level they plan to fulfill their needs and demands. Heath et al. (1985) highlight that the problem with big companies being able to afford really expensive image marketing campaigns is that they can easily dominate the public agenda with any service they decide, whether they

belong to the health and fitness branch or, for example, unhealthy fast food industries such as McDonalds.

Kotler et al. (2006) describe *marketing management* as “the art and science of choosing target markets and building profitable relationships with them” (p. 8) and highlight two main concepts: the marketing and the selling concept (Figure 7).

The selling concept starts off in the brand’s factory, where the brand focuses on existing products by selling and promoting them — through advertising, only relying on very effective advertising —, without the introduction of new campaigns or ideas, to be able to gain profits through increase sales. The marketing concept begins in the brand’s market, where brands concentrate on what customers need by integrating those demands into the products’ conception and advertising — creating campaigns that are directed to the public, inviting the public to become part of their community and/or movement — with the objective to increase profits through customer satisfaction.

Essentially, as Kotler et al. (2006) explain, the marketing concept prioritizes customer’s needs, working to find the right product for the customer and not the other way around, and the selling concept concentrates on “the company’s existing products and calls for heavy selling and promotion to obtain profitable sales” (p. 10).

FIGURE | 1.3
Selling and Marketing Concepts Contrasted

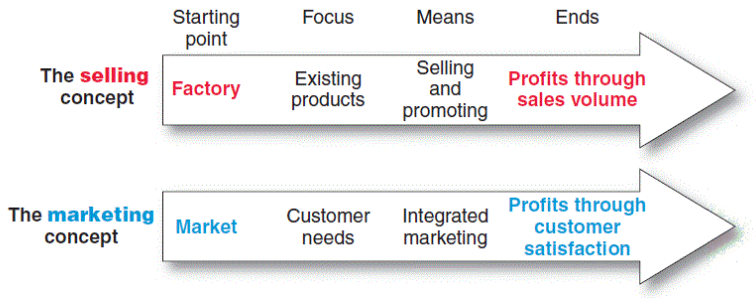

Figure 7 - The Selling and the Marketing Concept (Kotler et al., 2006, p. 10)

4.2. How it works.

According to Kotler et al. (2006), the first step on creating an advertisement is setting *advertising objectives*, which can be described as “a specific communication task to be accomplished with a specific target audience during a specific period of time” and classified by purpose to “inform, persuade, or remind” (p. 437) with the overall goal to help build customer relationships through costumer value.

Kotler et al. (2006) specify three advertising objectives. *Informative advertising* is usually used in order to announce a new-product or introduce the costumer, build a brand image, explain how the product works, suggest new uses for a product, inform the market of a price change, describe

available services, and support and/or correct false impressions. *Persuasive advertising* focuses on building a brand preference, encouraging a change of heart, changing costumer perception of product value, persuading costumers to buy now, receiving a sales call and/or telling others about the brand. This kind of objective strategy is especially useful when competition increases. *Reminder advertising* works to maintain costumer relationships, keep the brand in the costumer's mind during off-season, and remind costumers that a product may be of use in the near future and where to buy it.

These advertising objectives are linked to sports advertising to brands' strategies in creating effective commercials to appeal to the public. Informative advertising can be used in audiovisual sports advertising specifically for sports brands to promote a new gear or equipment. Persuasive advertising can work in audiovisual sports advertising campaigns in cases where a brand wants to change its identity or targeted public. An example of reminder advertising is sports brands investing on short inspirational advertising campaigns after a big sports event in order to stay in customers' mind and inspire them to persevere in their athletic preparation.

Figure 8 shows the process of decision-making in major advertising.

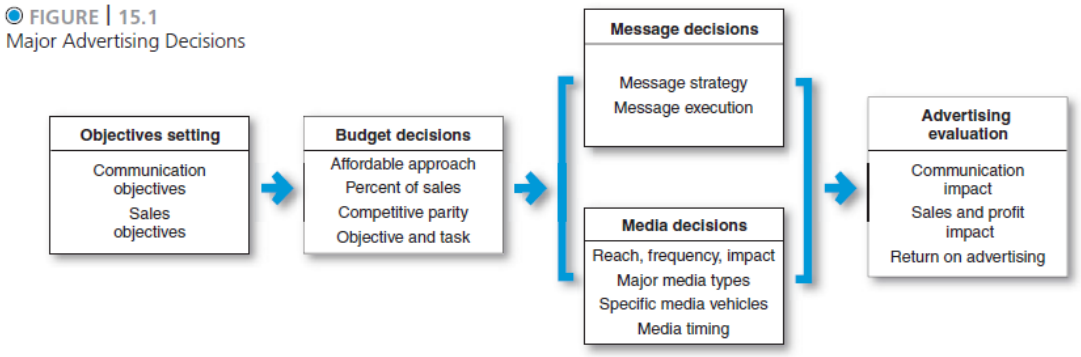

Figure 8 - Major Advertising Decisions (Kotler et al., 2006, p. 437)

The second step, after establishing the company's advertising objectives, is setting the *advertising budget* for each product. Kotler et al. (2006) point to three factors that might influence a brand's budget: the product's life cycle, market share and possible competition (p. 438). A product's life cycle, because new products tend to need more advertising investment to "build awareness and gain customer trial" (Kotler et al., 2006, p. 438); market share, because "building market share or taking market share from competitors requires larger advertising spending than does simply maintaining current share, low-share brands usually need more advertising spending as a percentage of sales" (Kotler et al., 2006, p. 438); and possible competition, because it is harder for a certain product to be noticed if the market is already crowded.

The third step is *advertising strategy*, which consists of "creating advertising messages and selecting advertising media" (Kotler et al., 2006). Kotler et al. (2006) discuss five distinct branches that shape the process of conception of an advertising message: (1) breaking through the clutter, (2) merging advertising and entertainment, (3) message strategy, (4) message execution and (5) consumer-generated messages (pp. 440-444). The key stages examined by Kotler et al. (2006) on advertising media are: (1) determining on reach, frequency and impact; (2) choosing among major media types; (3) selecting specific media vehicles; and (4) choosing media timing (pp. 444-449).

The last step on creating advertisement belongs to the *evaluation of advertising effectiveness and the return on advertising investment*, measuring both the communication effect and the sales and profit effects (Kotler et al., 2006, pp. 449–450). Communication effect can be measured before and/or after the advertisement has been released or posted and it can be calculated in many ways, such as understanding if consumers remember the advertisement after they have watched it, or if the advertisement has changed their opinion on the product and/or brand (Kotler et al., 2006, p. 450). However, sales and profit effects are not as easy to measure, especially because they are "affected by many factors other than advertising—such as product features, price, and availability" (Kotler et al., 2006, p. 450).

4.3. Chapter synthesis.

In this particular research, the goal is to comprehend what the main study population wants, needs and demands of the sports industry (Kotler et al., 2006, p. 436), although in this particular case the target-audience are sedentary individuals. If culture is "the most basic cause of a person's wants" (Kotler et al., 2006, p. 135), then trend-setters have the responsibility to change the course of history and transform people's need of acceptance and belonging, without constant censures and social controversies.

Conceivably, brands are most likely to alternate between the three different types of advertising objective (i.e. informative, persuasive and reminder) for two reasons. First, in order to understand which strategy obtains the most responses from their customers (or the general public), or to add an unpredictability factor so the audience does not automatically ignore the advertisement (due to scarcity of advertising innovation). Moreover, it seems as if a more personal approach is becoming more effective, such as strong social media presence and focusing on customers' needs (i.e. operating by the marketing concept as opposed to the selling concept). Possibly, as a result, sports companies are creating desirable communities to seduce the general public into becoming a "part of the crowd" and with that, not only belong to an authentic brand community, but to a sports lifestyle community with countless members that can easily interact (e.g. CrossFit affiliates, Adidas miCoach, Nike+, Reebok #BadgesofHonor). That is what Kotler et al. (2006) would call the "marketing concept" in action, prioritizing customer's needs, only with a twist: also through the usage of the "selling concept", concentrating on the company's existing products (p. 10).

5. Case Study Brand

5.1. Overview.

The purpose of this section is to provide some insights on how brands define their strategies, promote their presence, preserve current customers and attract new consumers. This research gives special emphasis to the development of new, successful advertising campaigns such as Reebok's 2015 "Be More Human" campaign, that affirmed the brand's rebirth and authenticated Reebok's determination in becoming a leading, competitive brand in the sports industry. Through its partnership with growing company, CrossFit, Reebok established the innovative trademark that it had been looking for.

Although Reebok went through some tough times, it presented itself, from its inception, as a competitive band aiming to strive in the sports industry, and at the time, this goal seemed to threaten even one of the biggest sports brand in history: Nike. In 1983, Nike's mission was "to crush Reebok" (Kotler et al., 2006, p. 40).

In 1958, the company "J.W. Foster and Sons", founded in 1985 by Joseph William Foster, was renamed as "Reebok". 30 years after, the sons, Joe and Jeff Foster put Reebok in the highway to success, creating the "Freestyle" and "Step" lines, and "THE PUMP" innovation (a shoe with an inflatable system for foot comfort and support), that "dominated the fitness and aerobics movement in the 1980's with groundbreaking products and marketing" (Adidas, 2016b).

On January 31st, 2006, Adidas decided to buy Reebok for 3.8 billion dollars, taking over one of its rival, giving Adidas a 20% share of the U.S market (Murphy, 2005) and providing the necessary weapons for Adidas to compete with its other rival, Nike.

Reebok "posted sales declines for three of the five full years since Adidas bought it", until in 2011, Reebok signed an official long-term partnership with CrossFit and in 2013, "the studio categories Yoga, Dance and Aerobics followed" (Adidas, 2016b), saving Reebok once more from its presumed crash. Currently, Reebok is the official footwear and apparel sponsor for UFC, CrossFit, Spartan Race and Les Mills.

Throughout the years, as if relentlessly trying to establish a definite identity, Reebok experimented with different logos (Figure 9).

Figure 9 - Reebok logotype evolution, from 1986 – 2014 (Jaser, 2015)

In 1998, Reebok decided to let go of their trademark logo, the “Union Jack”, to “the vector”, perhaps in hopes to connect more with the youth market. After coming out with several variations for their vector logo, including eliminating the actual vector and just working with their brand name and characteristic lettering. On February 27th, 2014, Reebok revealed its new logotype and brand mark: the delta symbol (Sarro, 2014). Branding updates never seemed to be reasoned through strategic changes, because they appeared to be a part of the brand’s search for an identity that could release them as a competitive brand in the sports industry market. Thus, in this case, the intention seemed to be the development of a new attitude towards the public, by coming out as an independent, original brand. As Reebok’s Chief Marketing Officer, Matt O’Toole, explained:

> The new brand mark signals a clear purpose for our brand and it will be a badge for those who pursue a fuller life through fitness. We believe the benefits of an active life go beyond the physical benefits and impacts your whole self and your relationships with others. (Sarro, 2014)

On January 28th, 2015, Reebok began its biggest marketing campaign, part of its re-branding campaign that had already began a few years ago: the “Be More Human” campaign. The “Be More Human” campaign integrates a 60-second video commercial called “Freak Show” (Venables Bells & Partners, 2015) that aired on NBC’s Super Bowl Pre and Post-Game Show in the United States of America on February 1st, 2015 (Rodriguez, 2015). However, “Be More Human” is more than just a campaign, it is, as Reebok calls it, an experience. This experience can be lived in Reebok’s microsite that features two interactive components: Badges of Honor, Human Score and 25,915 Days (Reebok, 2016). “Badges of Honor” is the renewed version of 2015’s Break Your Selfie, that consisted of posting a post-work out self-portrait to Instagram or Twitter with the hashtag #breakyourselfie, but now consists in posting a photograph of one’s bruises, cuts and other training wounds, to Instagram or Twitter with the hashtag #badgesofhonor. This change in hashtag, while retaining the same concept, highlights the constant evolving aspect of the brand’s communication

strategy, looking to define its social media identity and, perchance, develop a brand community. “Human Score” is an online “single test designed to quantify your human-ness” (Reebok, 2016). “25,915 Days” is Reebok’s most recent promotional effort and involves a promotional video and an online form where one can calculate “approximately how many days you have left to honor the body you've been given” (Reebok, 2016).

In March 2015, Reebok presented a “five-year strategic business plan for the Adidas Group”, entitled “Creating the New”, based on three strategic choices: speed, cities and open source. “Speed” focuses on becoming a “true fast sports company” (Adidas, 2016b), to satisfy consumer needs and decision-making. “Cities” focuses on dominating New York, Los Angeles, Shanghai, |Tokyo, London and Paris, the six cities in which Reebok intends to grow and expand. “Open source” focuses on welcoming consumers, partners and athletes to be a part of Adidas Group’s brands.

As a matter of fact, most recently, Reebok has been associating with smaller countries like Spain (Figure 10) and Portugal (Figure 11), coming out with the “Gym is Everywhere” campaign. There is not much information about what “Gym is Everywhere” is all about, but currently, it has presented itself as an initiative to encourage people into engaging in sports physical activity, anywhere, giving emphasis to the outdoors, instead of limiting oneself into the four-wall boundaries of a gym.

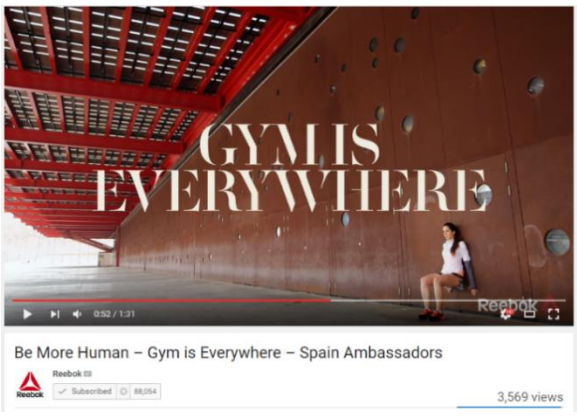

Figure 11 - "Gym is Everywhere" - Spain

Figure 10 - "Gym is Everywhere" – Portugal

This campaign might be a marketing strategy to create a new Reebok dimension, additional to CrossFit, opening up to a whole new audience of people. Considering that Reebok’s identity has been clearly associated with CrossFit, perhaps Reebok desires not to rely so much on CrossFit only and start opening up to different types of audience. An audience that is passionate about outdoor training, and/or needs that extra motivational push to feel like it’s cool enough to do it, hence connecting with the brand that supports them, telling them exactly what they believe in: that “Gym is Everywhere”.

Otherwise, it might be Reebok's way to sneakily begin entering new markets that haven't been as active and linked to the brand. A reason for this could be that by connecting to small countries surrounding two of the six cities Reebok included in their five-year strategic business plan, London and Paris, Reebok can slowly reach its target and create a whole new legion of devoted customers.

5.2. Keeping up with the competition.

Reebok's rivalry with Nike is not something of the past. As previously mentioned, Nike dared to introduce themselves to the world with the ultimate mission "to crush Reebok" (Kotler et al., 2006, p. 40). Presently, on Adidas's official website, in the history description section, they have stated about Reebok that it "has been back on track to become THE fitness brand with the goal to empower consumers to be fit for life. Or should we say *REEbecome*?" (Adidas, 2016b).

In 2015, Reebok made the decision to officially ban all non-Reebok shoe and apparel at any of CrossFit's official sports events. On July 15th, 2015, one day before the official launch of the Metcon 1 shoe (Figure 12), created especially to go head-to-head Reebok's Nano, Nike, who currently sponsors many athletes that competed at the Reebok CrossFit Games, decided to retaliate with a statement advertising shared in its social media platforms. The advertisement stated "Don't ban our shoe. Beat our shoe." and had a side-view photograph of their own Metcon 1 shoe, positioned from right to left.

Figure 12 - Nike's Statement (2015)

One week after, Reebok chose to reply directly to Nike's statement, with an Instagram post inviting Nike's executive team at Reebok's official CrossFit box, Reebok CrossFit One (Figure 13). Nike decided to ignore Reebok's subtle challenge and still held tight to their advertisement. From July 21st to July 26th, 2015 — the dates in which the Reebok CrossFit Games were held — Nike decided to expose this same advertisement in multiple billboards outside of the StubHub Center (Figure 14), the official venue of the CrossFit Games (Bissinella, 2015).

Figure 13 - Reebok's Answer (2015)

Figure 14 - Nike Billboards outside of the Reebok CrossFit Games Venue (2015)

A year later, Nike still has that same advertisement posted in their official website, with a product description that states the following:

> During the biggest event in the world of high-intensity training, our athletes have been banned from wearing the Metcon 1. This colorway pays homage to Nike's first outlawed shoe, the Air Jordan 1, and it's designed to stand strong in any competition — whether it's allowed or not. (Nike, 2015)

Nike has come a long way since its 2015 launch of the Nike Metcon 1 shoe, having already released a Nike Metcon 2 series. Currently, it has been taking the CrossFit market by storm to such a stage that Metcon's biggest fans have created a "Nike Metcon Club", which counts with over 29 thousand followers. Using the hashtag #metcondaily, any proud owner of the Nike Metcons can share their own shoes. The main purpose of this page appears to be sharing customized Metcon shoes. The relationship that Nike has created with its fan base has allowed Nike to rely on customers' loyalty for brand promotion.

This is the type of strategy that Reebok seems to be working for with their new campaigns. This type of strategy fits into Kotler et al.'s (2006) marketing concept, where brands stop concentrating on their actual products to focus on costumers' needs. By creating a stable fan base of loyal

customers and intrigued users, Reebok could be opening path to a new platform to harbor a brand community of people who desire to and showcase their gear and share their personal experiences in the world of fitness. This marketing approach seems to be working out just fine for Nike, and Reebok clearly seems to be paving its way to founding more than just another advertising database — but, as they call it, the "Be More Human Experience".

5.3. Reebok CrossFit.

Silva (1995) stated that the virtues of health and community are incompatible with elite sports and that the recreational archetype is replacing the paradigm of high performance (p. 80). However, renowned brand and growing sport CrossFit proved the opposite, creating the concept of adaptable work out routines, where one can either perform the workout as prescribed, or scale it according to their level of fitness. Be a part of the group, even when in disparity, without negative judgments or prejudice for being less experience, having less strength, less technique or physical or mental limitations: that is what the CrossFit philosophy has to offer. This philosophy points towards a concept of "community" in the form of a group of people, working, learning and struggling together in order to steadily improve each other, mindless of their current abilities or aptitudes.

With CrossFit, Reebok had the opportunity to reinvent itself and prove the statement from analysts like Sebastian Frericks[5] wrong, taking into account that, actually, Reebok was Adidas' best investment yet (Cruz, 2012). Reebok's Head of Fitness and Training at Reebok International Ltd once declared: "We want to change the way the world perceives and experiences fitness" and that is exactly what Reebok is doing. Media is playing an important role in this reinvention, considering that the "Be More Human" campaign intends to portray the almost obsessive-compulsive passion for sports as a way of life that is not specifically related to athleticism, but interconnected to all aspects of life.

> And for what? Why do we do it? We are not here flipping tires, to be better tire flippers. We're doing it to be better, period. Better leaders, better parents. Better, stronger, more determined humans. Capable of anything. To honor our bodies, and sharper our minds. To be… More human. (Reebok, 2016)

[5] Financial analyst at Bankhaus Metzler in Frankfurt — who four years ago stated that "Reebok was probably not a good investment and will never be"

CrossFit is currently Reebok's follow-up, entirely mirroring its ideology and model. It is not only Reebok who is working with CrossFit, sponsoring the brand itself and all of its footwear, apparel and events, but CrossFit who is working with Reebok, exhibiting the brand in every new move they make. Therefore, Reebok is, as CrossFit's main page properly indicates, a lot more than a sponsor, it is an actual partner-in-crime, working together for a better world[6], united by fitness (Adidas, 2016a), as expressed in their Reebok CrossFit brand (Figure 15).

Currently, Reebok is Forbes' 8th Most Valuable Sports Brand, valued at 830 million dollars in 2015 and at 880 million dollars in 2014. Ever since 2006, when Adidas bought Reebok, its "share of the US sneaker market has fallen to about 2% from nearly 8%, and its brand value dropped 5.7% during the past year" (Ozanian, 2015). Moreover, Adidas is Forbes' 3rd Most Valuable Sports Brand, valued at 6.2 billion dollars in 2015 and at 5.8 billion dollars in 2014.

In view of Reebok's decrease in value and "mounting losses", which Adidas bought in 2006 with hopes to boost its sales in the United States, CrossFit's founder, Greg Glassman, decided to make one of the boldest statements ever made by a business partner about its associate (Brown, 2015). On CBS' "60 Minutes" TV show, Greg Glassman declared: "I'd like to see Reebok sold to someone young, fresh, excited and willing to enter into the modern era of things".

5.4. Chapter synthesis.

This research's conclusion addresses more specifically Reebok's new identity and its recent partnership with the growing brand and sports modality, CrossFit. "United by fitness", after being lost, Reebok established its new identity with huge re-branding investments and is no longer just a brand selling a product: it has turned into a trademark with many other assets in addition to its long-term partnership with CrossFit. By concentrating in presenting a new sense of community to the general audience, where athletes meet athletes-to-be meet curious newcomers. Part of this strategy is to develop video campaigns not only with professional athletes, but with amateur athletes as well, so the audience can relate more easily and unconsciously begin to grow familiar and sympathetic with the brand.

Figure 15 - Reebok CrossFit logotype

[6] "We see it as our purpose to inspire people to be their absolute best" (Adidas, 2016a)

Reebok has paved way to change its marketing strategies. Undoubtedly, Reebok has shifted from a brand who generally used the selling concept and relied on informative advertising, to a brand that is endeavoring to distinctively concentrate in customers' needs, whistle promoting its new products, shifting to the marketing concept and using more persuasive advertising more often.

Reebok's fight for survival is far from over and its ongoing campaigns to draw the public's attention is proof of that. Whether it is the "Freak Show – Be More Human" video commercial, currently[7] with 17,984,257 views (Venables Bells & Partners, 2015), the latest "25,915 Days" advertisement (Venables Bells & Partners, 2016) or the brand-new "Gym is Everywhere" campaign that is discretely sneaking up on the Internet, Reebok is definitely investing its way to success. Besides, as CrossFit continues to gain popularity and economy improves, Reebok will most likely be able to thrive and prosper.

6. Final Synthesis

Besides ambitioning to trace advertising patterns in sports industry through the analysis of audiovisual commercials, the present research investigates more explicitly the last step of advertisement creation, mentioned by Kotler et al. (2006), to explore the communication effects of advertisements and its actual effectiveness and, as Lasswell (1948) defines, the effect analysis.

When analyzing an audience, it is essential to comprehend that the audience is built by a collection of individuals and that each individual is an important part of the audience. Nowadays, with the mounting importance of social media and the progressive growth of online brand communities — where the receiver of a given message can easily communicate with other receivers and with its transmitter to give his/her feedback — it is essential to recognize that each individual is an important part of the audience.

Sports companies have been working towards more innovative ways to generate more revenue and create brand value. The profitable side of modern advertising (Bayer et al., 2007) is clearly a part of those innovative strategies, however, it is indispensable for brands to start tracing new paths inside the different modern advertising branches in order to avoid being mixed into the chaos of what might possibly be excessive advertising (Salmon, 2015). Brand communities are undeniably great sources of discrete, or blunt advertising (e.g. publicity, word-of-mouth) declarations, and favorable sources of a different kind of brand experience. Thus, it is patent that many sports brands are following the successful online brand communities' footsteps, with the

[7] As of June 25th, 2016

attempt of building their own online, and offline communities. Consequently, sports brands would benefit from this, while working towards knowing their current and potential audience even better.

It seems that sports brands are increasingly becoming more aware of the importance of working on providing to all publics — the athletic and the non-athletic — as "happy" as possible, since it is highly probable that it will result in greater revenue. Consequently, understanding the effect of advertising on individuals and how it can, positively or negatively, influence the audience is imperative. However, although the sports industry's advertising has increasingly included "the average woman" in their commercials, the same cannot be affirmed when it comes to "the average man".

Business firms are not the only ones making advertising investments, since "not-for-profit organizations (…) also use them to promote their causes to various target publics" (Kotler et al., 2006, p. 436), one example of this is The British "This Girl Can" campaign.[8] However, the fact that such a substantial campaign has decided to focus only on women, generates the question: what about men? This raises a few questions related to the perceived, and the real, gender differences (or similarities) that the sports industry has settled.

Bearing in mind that, according to some authors, men actually live through similar struggles as women, and are prone to suffer from low self-esteem and body dissatisfaction as well (Heinberg, 1996; Kaminski et al., 2005; Siever, 1994, as cited in A. R. Smith et al., 2011, p. 232) and "advertising in general has been shown to affect both males' and females' body image" (D. Smith et al., 2008, p. 7), brands are probably most prone to succeed by developing their advertising campaigns with this in consideration. Advertising which alternates between the informative, persuasive and reminder types of advertising objectives for unpredictably — so advertisements are not unconsciously ignored by the audience due to advertising stagnation — and audience response analysis is probably more effective. For that reason, creating audiovisual sports advertising campaigns that welcome everybody, mindless of whether they are athletic or sedentary, and using marketing concept more often due to its personal approach on the customers' needs, is the sports industry's best bet.

[8] Which is "a national campaign developed by Sport England and a wide range of partnership organizations. It's a celebration of active women up and down the country who are doing their thing no matter how well they do it, how they look or even how red their face gets" ("This Girl Can," 2016).

PART 2 - METHODOLOGY

1. Research Design

1.1. Overview.

The methodology that seemed to fit this investigation best is one with an interpretative approach, a qualitative research strategy and case study as the main method of research design (Bryman, 2012, pp. 76, 111). The investigation plan can be defined as quasi-experimental, with mixed methods. Although the research strategy is qualitative, the methodology uses quantitative elements (such as the Online Research Survey and its ensuing statistical analysis) and qualitative elements (such as the case study and the Focus Group Research). These methods were progressively used in order to cross information and contribute in the design of the succeeding investigation steps.

The interpretative approach can be justified through the case study perspective of this investigation. Although the object is not directing the research towards a cultural, social and/or ethnographic branch, there are hints of an ethnographic perspective which helped outline more concretely the nature of the sedentary group that would be part of the study sample. The ethnographic perspective was implied in the Focus Group Research sessions, through the group observation.

The qualitative strategy was selected for being associated with the Focus Group Research, group discussions, behavioral and speech analysis, and other assessment associated to it. Besides the qualitative strategy being characterized for its relation to the data collection methods previously mentioned, according to Alan Bryman (Bryman, 2012, pp. 37, 148, 380–383, 400, 405, 621–622), it is defined as a type of investigation that:

- Is usually linked with creation theories and can be used for testing them;
- Tend to have inexplicit or unspecific research questions, presenting less codification in the investigation process, but more complex due to the necessity of adopting a multi-method approach;
- Typically starts with vaguer research questions that little by little, develop into more specific questions, which usually determines the topic's direction;
- Longs for approval in superficial matters, because of its tendency to adopt the object of study's position (which, depending on the subject, may benefit the study);
- In ethnographic studies, have results that are more inclined to a naturalistic approach, if the investigator is present in the object of study's routine or context; or have, in the Focus Group Research, less motivated participants to give spontaneous answers;
- Frequently contains a survey methodology based on life-story interview.

However, there is some indeterminacy when it comes to the definition of the qualitative strategy methodology. Bryman (2012) states that qualitative investigation is quantitative investigation

without the numbers (p. 471). Some investigators affirm that qualitative investigations are not structured, but according to Bryman (2012) it is usually not considered unstructured to the point of forbidding, at least, one investigation focus.

Additionally, we found it necessary to identify more clearly certain concepts and behavioral habits such as body image, self-perception and the perception of others, motivation boosters and training frequency. According to Quivy et al. (2005), the possibility of being able to quantify multiple data is one of the advantages of conducting a questionnaire. Therefore, in order to identify these concepts, we employed an Online Research Survey, that could eventually shed a light on these subjects, and assist in the design of the Focus Group Research.

Table 2 summarizes all the phases, methods and instruments used throughout the empirical research, with the corresponding dates.

PHASE	**DATE**	**METHODS**	**INSTRUMENTS**
Literature Research/ Theoretical Framework	-	-	-
Online Research Survey	March 18th, 2016 – April 5th, 2016	Online Research Survey	Participant Selection Online Survey SPSS Data Analysis
Focus Group Research	Session 1 April 30th, 2016 Session 2 May 7th, 2016	Direct Observation/ Participation/ Ethnographic Focus Group Content analysis	Observation Grid Script Training sessions Video session Discussions Topic/structure Video recording

Table 2 - Research design methods and instruments

We chose the case study method, prioritizing the use of Focus Group Research, because the goal was not only analyze the answers given by a particular methodology, but to also collect more abstract information on each individual in order to accomplish a more realistic, flexible analysis (Bryman, 2012, p. 488). This helped to provide more spontaneous and determined results — which would hardly happen on an Online Research Survey.

The Focus Group Research's structure was semi-structured, considering that a script and a support document (with interview guidelines) was designed and used, but was still kept open for discussion and interventions, giving "emphasis on a greater generality in the formulation of initial

research ideas and on interviewee's own perspectives" (Bryman, 2012, p. 513). One of the benefits of keeping an open mind to the interviewees' point of view is that new perspectives or ideas may arise and be taken into consideration, which opens the radar in the succeeding steps of data analysis and interpretation. Bryman (2012) suggests that adjustments on a research's emphasis might be needed "as a result of significant issues that emerge in the course of interviews" (p. 513). Two mixed groups (Group A and Group B), with both sedentary participants and athletic participants, incorporated the Focus Group Research.

2. Subjects of Study

The main subjects of this research are individuals that belong to the sedentary population, which do not engage in regular physical activity. We also included athletes and individuals that engage regularly in physical activity in the study, in order to provide a better comprehension of the effects of advertising in the real world. That is, the training sessions did not occur with the segregation of different types of athletic individuals (athletes and amateurs). Even though we focused our research on sedentary individuals, we were unable to isolate these subjects of study from the general population. Therefore, we decided to study this topic as closely as it occurs in its natural environment (whether in training sessions, or in social interactions). The second population (athletic) was studied as well, in order to understand more accurately the differences between the sedentary and the non-sedentary population. This served as a sort of control group, to compare and contrast the collected data in the Focus Group Research discussions to secure more precise conclusions.

The profile of the sedentary participants was classified as: male or female individuals, 15 years old or more, who engage in little (a maximum of two sports physical activity sessions a week) to no physical activity and who are more likely to skip workout days. The profile of the athletic participants was classified as: male or female individuals, 15 years old or more, who engage in sports physical activity three or more times a week and are mostly consistent with their work out day schedule (rarely missing workout days).

3. Data Collection Tools

3.1. Online Research Survey.

Description.

The first research instrument used was the Online Research Survey that was planned, written, tested and officially published (Table 3). The purpose of the Online Research Survey was to assist in the structuring of different criteria — that must or mustn't have been taken into consideration in the Focus Group Research sessions, regarding the organization of content and points that would be covered — and to assist in the development of a profile for the sedentary and athletic population. A photograph of a female body and a male body were strategically picked for question

3.b. and 3.d. The male body is of 40-year old Pat Sherwood, in his 2009 CrossFit Games attendance. The female body is of 27-year old Camille LeBlanc Bazinet in a 2013 WodTalk[9] photoshoot. She is a 7-time CrossFit Games athlete, who in the 2014 CrossFit Games "Fittest Woman on Earth" title.

1 – IDENTITY	
a. Age	(open-ended question)
b. Gender	Male Female
c. Country of Residence	(open-ended question)
d. County of Residence	North Center Lisbon Alentejo Algarve Azores Madeira None, I live out of the country (Portugal)
2 – LIFESTYLE	
a. Do you consider yourself an athletic or sedentary person?	Athletic Sedentary
b. Do you engage in physical activity?	Yes No
c. Sports physical activities practiced	(open-ended question)
d. What is the average length of each training session?	I do not engage in physical activity Less than 30 min 30 min - 1h 1h - 1h30 1h30 - 2h 2h - 2h30 2h30 - 3h

[9] WodTalk is an American functional fitness magazine

	3h - 3h30 3h30 or more
e. On average, how many weekly training sessions do you have?	I do not engage in physical activity 1-2 3-4 4-5 6-7 7-8 9-10 11 or more
f. On the first 15 minutes of each session, I tend to…	Sweat immediately Feel shortness of breath Feel energetic Feel motivated
g. In the end of the training session, I…	Feel exhausted Am very sweaty Feel confident Feel energetic Feel motivated for the next training session
3 – OPINION	
a. I feel especially motivated to work out when I…	Go with my friends See social media shares associated with healthy lifestyles Have a training plan Watch inspirational fitness videos Schedule a session with a Personal Trainer Watch sports advertising Feel guilt or obligation Have new sports gear or equipment
b. Classify the following female body according to the apparent level of physical condition.	On a scale from 1 to 4 1 – Bad 2 – Reasonable 3 – Good 4 – Excellent

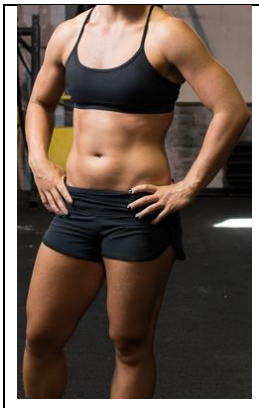	
c. Classify the following male body according to the apparent level of physical condition. 	On a scale from 1 to 4 1 – Bad 2 – Reasonable 3 – Good 4 – Excellent
Mention a sports video that you have enjoyed.	(open-ended question)
4 – CONTACT	
If you desire to be contacted to receive news about this research, write down your e-mail. Thank you.	

Table 3 - Online Research Survey script

Primarily, the aim of the Online Research Survey was to:

- Determine the meaning of the “athletic” and “sedentary” concepts, classifying both groups taking training habits, frequency and intensity into consideration;
- Understand the initial perception of body image, through the rating of the photograph of a female body and a male body;
- Comprehend if most athletic and sedentary people perceive themselves accordingly;
- Recognize if watching sports videos and advertising and general social media content that integrates part of the public’s motivation for engaging in sports physical activity.

Survey hypotheses.

The hypotheses for the Online Research Survey data results were as follows:

1) Some respondents who respond that they are physically active will consider themselves sedentary, especially if they only engage in physically activity twice or thrice a week.
2) Most sedentary respondents will consider the female and male body fit (scale 3) and most athletic respondents will consider the female body fit (scale 3) and the male body unfit (scale 2).
3) Respondents will mention Nike commercials and CrossFit-aware respondents will mention Reebok's "Be More Human" campaign.
4) Respondents that engage in physical activity regularly will mostly answer that they feel most motivated if they watch sports commercials and videos, have a training program and feel guilt; those who do not engage in physical activity will answer that they feel most motivated if going with friends, feel guilt or obligation, have a training program and have new sports apparel or gear.
5) Respondents that engage in physical activity regularly will mostly answer that they feel motivated and energetic on the first 15 minutes of the workout session; those who do not engage in physical activity as regularly will answer that they begin to sweat and feel shortness of breath.
6) Respondents that engage in physical activity regularly will mostly answer that they feel motivated for the next session, exhausted, sweat right away and confident in the end of the workout session; those who do not engage in physical activity as regularly will answer that they are very sweaty, exhausted and confident as well.

3.2. Focus Group Research.

Description.

The Focus Group Research consisted of two physical training sessions — functional training methodology (e.g. CrossFit). An introductory conversation was held before each session and a closing discussion was held with all participants following the physical training session. A semi-structured discussion script was used in order to discover participants' motivations and influences more clearly. The training session was coordinated by a sports coach, while the researcher gathered data and functioned as the moderator. The sports coach explained the exercises in the beginning of the workout, making sure that every participant could execute the programmed movements before the timer was set, however he did not directly interact[10] with participants as they performed the workout. During the training session, the researcher also used an Observation Grid. The changing condition of the two Focus Group Research sessions was the presentation of a short

[10] The sports coach only talked during the actual workout in order to tell participants how much time was left for the workout to end

sports video (with a total length of 3 minutes and 27 seconds) on the second session, before the participant observation began.

Generally, the purpose of the Focus Group Research was to get a deeper understand of the data already collected on the Online Research Survey and to:

- Find out participants' motivation towards sports;
- Identify participants' recollection of sports advertising;
- Distinguish participants' general feelings and concerns during and/or after the workout;
- Discover if participants felt motivated before and/or during the workout;
- Understand participants' insight of and feelings towards sports advertising;
- Comprehend if watching sports videos and sports audiovisual advertising has any influence on participants' perception, perspective and subsequent performance.

Additionally, to clarify the previous research objectives, the following points were kept in mind:

- Identify if there is a pattern that defines an athletic or sedentary person;
- Find out people's motivation for watching an audiovisual advertisement.

Focus Group Research Script.

The Focus Group Research Script was designed considering seven different topics: Motivation and Interests (topic 1), Advertisement Exposure (topic 2), Feedback (topic 3), Self-Perception and the Perception of Others (topic 4), Feedback (topic 5), Marketing Strategies (topic 6) and Opinion (topic 7).

Session 1

On the first session, topics 1-3 were discussed with participants (Table 4).

SESSION 1
INTRODUCTION
Purpose of the session.
PARTICIPANT DISCUSSION – PART 1
Topic 1 – Motivation and interests
Do you engage in physical activity? What do you do? Do you tend to buy new sports gear?
Topic 2 – Advertisement exposure

Do you watch sports advertising? How about inspirational fitness videos? Talk about the last fitness or sports video (inspirational or advertising) that you remember watching. Where was it? Do you associate it with a brand? What caught your attention in that video? For any particular reason?
PARTICIPANT OBSERVATION
PARTICIPANT DISCUSSION – PART 2
Topic 3 – Feedback
How did you feel? Did you feel motivated? At what moment did you feel most motivated (beginning, middle or end of the workout)? Did you feel observed? Did you feel comfortable with the group (integration)? Did you feel bothered or uneasy? Did you have any difficulties? Did you enjoy the workout?
CONCLUSION
Remind to come to the next session; Thank participants.

Table 4 - Session 1 Focus Group Research script

Session 2

On the second session, topics 4-7 were debated with participants (Table 5).

SESSION 2
INTRODUCTION
Purpose of the session.
PARTICIPANT DISCUSSION – PART 1
Topic 4 – Self-perception and the perception of others
How do you feel when you engage in physical activity? Do you prefer training by yourselves or in company? How do you feel when you engage in physical activity by yourselves? And when you are in company?

When you engage in physical activity, do you miss anything? Do you miss any kind of “motivator”, or “motivation catalyst”?
PARTICIPANT OBSERVATION
PARTICIPANT DISCUSSION – PART 2
Topic 5 – Feedback
How did you feel? Did you feel motivated? At what moment did you feel most motivated (beginning, middle or end of the workout)? Did you feel observed? Did you feel comfortable with the group (integration)? Did you feel bothered or uneasy? Did you have any difficulties? Did you enjoy the workout?
Topic 6 – Marketing Strategies
What strategies do you believe exist in the production of this type of video? Do you think that, even conscious of those strategies, you feel attracted to that type of content?
Topic 7 – Opinion
How do you feel after watching an inspirational or promotional sports video? Do you feel that those sensations change or diverge depending on the video’s content? Do you think that the video…? Helped you forget about your problems? Altered, in any way, your performance or perspective? Did it motivate or inspire you (lifestyle, nutrition, training habits, the way you face the rest of the day, etc.)?
CONCLUSION
Thank participants; Explain the actual purpose of the study.

Table 5 - Session 2 Focus Group Research script

The first topic, “Motivation and Interests”, searched to find out participants’ inclination for sports and their sports preferences, including the key-questions: “Do you engage in physical activity? If yes, what do you do?” and “Do you tend buy new sports gear?”.

The second topic, “Advertisement Exposure”, aimed to understand participants’ point-of-view and recollection of commercials, including the key-questions: “Do you watch sports advertising? How

about inspirational fitness videos?", "Talk about the last fitness or sports video (inspirational or advertising) that you remember watching. Where was it?", "Do you associate it with a brand?" and "What caught your attention in that video? For any particular reason?".

The third topic, "Feedback", integrated questions to understand if participants how participants felt in general throughout the workout and if they felt motivated, including the key-questions: "How did you feel?", "Did you feel motivated?", "At what moment did you feel most motivated (beginning, middle or end of the workout)?", "Did you feel observed?", "Did you feel comfortable with the group (integration)?", "Did you feel bothered or uneasy?", "Did you have any difficulties?", "Did you feel like you could've done better?" and "Did you enjoy the workout?".

The fourth topic, "Self-Perception and the Perception of Others", looked to comprehend how exactly do participants feel when they engage in physical activity or the last time they engaged in physical activity, including the key-questions: "How do you feel when you engage in physical activity?", "Do you prefer training by yourselves or in company?", "How do you feel when you engage in physical activity by yourselves? And when you are in company?", "When you engage in physical activity, do you miss anything?" and "Do you miss any kind of 'motivator', or 'motivation catalyst'?".

The fifth topic, "Feedback", is a repetition of the third topic, and aimed to recognize participants' motivation and feelings throughout the workout, including the same key-questions: "How did you feel?", "Did you feel motivated?", "At what moment did you feel most motivated (beginning, middle or end of the workout)?", "Did you feel observed?", "Did you feel comfortable with the group (integration)?", "Did you feel bothered or uneasy?", "Did you have any difficulties?", "Did you feel like you could've done better?" and "Did you enjoy the workout?".

The sixth topic, "Marketing Strategies", planned to understand participants' perspective when it comes to the creation of video advertising and feelings towards it, including the key-questions: "What strategies do you believe exist in the production of this type of video?" and "Do you think that, even conscious of those strategies, you feel attracted to that type of content?".

The seventh topic, "Opinion", targeted the main objective of the conduction of the Focus Group Research sessions, which was to find out whether the screening of the video had any influence on the participants' perspective and subsequent performance. This last topic included the key-questions: "How do you feel after watching an inspirational or promotional sports video?" and "Do you feel that those sensations change or diverge depending on the video's content?". Those key-questions were narrowed down to three final questions: "Do you think that the video… Helped you forget about your problems? Altered, in any way, your performance or perspective? Did it motivate or inspire you (lifestyle, nutrition, training habits, the way you face the rest of the day, etc.)?".

Workout Plan.

The Workout Plan was a very important tool, considering that the group observation relied on it (Table 6). Since a big part of participants in the group were unfamiliar with physical activity, exercise techniques and/or could have physical limitations, a Workout Plan had to be custom made taking those factors into consideration. A simple, short and easy to memorize workout had to be planned, with scalable exercises that could quickly and easily be learned by participants so they could work at their own pace during the workout session.

AMRAP[11] – Time cap: 10 minutes
10 Frog jumps
15 Sit-ups
20 Jumping jacks

Table 6 - Focus Group Research Workout Plan

Accordingly, a workout with a 10-minute AMRAP structure was created, with three simple bodyweight exercises. The prescription was as many rounds of possible (AMRAP) in 10 minutes of the three body-weight movements: the frog jump, the sit-up and the jumping jack. Ten repetitions of frog-jumps, fifteen repetitions of sit-ups and twenty repetitions of jumping jacks. The prescribed number of repetitions must have been completed before moving on to the next movement and the three movements with the prescribed number of repetitions were performed, as many rounds as possible for each participant, during 10 minutes.

Observation Grid.

A Participant Observation Checklist Grid, as shown in Figure 16, was created to be used on the second part of the Focus Group Research sessions, which tried to evaluate participants' individual behaviors throughout the workout.

[11] As many rounds as possible

PARTICIPANT OBSERVATION CHECKLIST GRID

	Looks Motivated	Pays Attention To Instructor	Talks, Gives Feedback Or Complains	Takes Breaks Throughout The Workout	Peeks At Peers	Shows Signs Of Fatigue	Supports Others	Engages In Self-Pep-Talks	Shakes Head	Other Important Notes
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										

Figure 16 - Participant Observation Grid

The first indicator of the grid, “Looks Motivated”, aimed to understand if participants looked motivated from the beginning of the workout session (including the warm-up) up until the end of the session. The motivation factor is especially important considering that the video screening might or might’ve not influenced this point, as well as other secondary factors. The second indicator, “Pays Attention to Instructor”, is a marker that indicates motivation and interest in a more abstract manner, as well as characterize participants’ characteristics as individuals, which could’ve varied if a participant did not seem to be paying attention, indicating that he/she was distracted and probably uninterested in the workout session. The third indicator, “Talks, Gives Feedback or Complains”, was useful in order to signal certain participants who complained or took a very vocal approach from the beginning, which could either mean that they felt very comfortable in the workout setting, or they felt misplaced and verbally expressed their lack of motivation or displeasure. The fourth indicator, “Takes Breaks Throughout the workout”, gave clues to participants’ motivation and determination throughout the workout or physical condition. The fifth indicator, “Peeks at Peers”, was useful to comprehend participants’ competitiveness (e.g. looked at others to see their pace, tried to catch up, passed judgement on others) or insecurity (e.g. unsureness of whether they were performing the exercises correctly, looked for approval) during the workout, this indicator also fit into the self-perception and perception of others category. The sixth indicator, “Shows Signs of Fatigue”, is similar to the fourth indicator, however it focused more specifically on the participants’ actual physical condition and how they handled their fatigue (e.g. showed signs of fatigue, but were still trying to keep the same pace). The seventh indicator, “Supports Others”, might’ve given an outlook on participants’ personalities and whether they cared about each other, putting aside their own task in order to assist or encourage them, which could

hint a few issues on self-perception and/or the perception of others. The eight indicator, “Engages in Self-Pep-Talks”, explored participants’ own way to motivate themselves, if participants verbalized their self-motivation, or physically expressed it. The ninth indicator, “Shakes Head”, goes along with the sixth and four indicators (e.g. participant show signs of fatigue, does not engage in self-pep-talks, but keeps shaking head negatively throughout the workout) and attempted to take note of participants’ possible feelings of denial, displeasure or frustration, which could as well point towards signs of motivation, if participants seemed able to push through their discomfort. The tenth and final section of the checklist, “Other important notes”, is not a special indicator, and gave space for researchers to take their own personal, additional notes that might or might’ve not applied or fit in any of the nine indicators.

Video for screening.

Another essential research tool was the video used for screening [to participants] on the second Focus Group Research session. The right audiovisual sports advertising had to be selected, taking specific characteristics into consideration.

The chosen video is called “Emotions of CrossFit”[12] (Figure 17), was published on CrossFit HQ’s YouTube Channel on July 18th, 2014, and has currently[13] 323.532 views (CrossFit, 2014). The video was produced by CrossFit (Mariah Moore) with the purpose of inspiring amateurs and athletes and introducing the sport to others. The video clearly exhibits CrossFit’s most important partner, Reebok, along with other partners, such as Rogue, Progenex, and one of the many sponsoring brands, PurePharma.

We chose this video particularly due to comprehension factors, in many aspects. Firstly, unlike most Reebok audiovisual sports advertising videos, this video (not directly produced by Reebok, yet publicizing the brand) doesn’t have English voice-overs, which was a requirement considering that the Focus Group Research participants were most probably unfamiliar with the English idiom. Another factor is that it fit into the criteria of having a minimum length of three minutes[14] and not very popular among the athletic community[15], to incentive spontaneous reactions.

[12] https://www.youtube.com/watch?v=-ot63GiM7DM
[13] As of June 25th, 2016
[14] A minimum video length of three minutes was established, because a video briefer than three minutes was considered to be too short for participants to assimilate, especially for those who are unfamiliar with sports
[15] If participants were already familiar with the video, the reaction would not be as spontaneous.

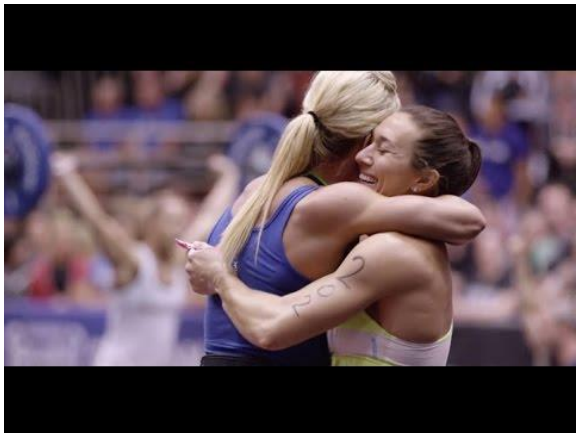

Figure 17 - Video screened on the second Focus Group Research Session

Additionally, the video included several positive characteristics that were essential for the audience (the sedentary group and the athletic group) to be impartially pleased, which could generate more receptivity to the video. The portrayal of the sports' emotions and not specifically of the sport itself, the exposure of several exercises (variety of exercise movements, yet not spotlighting explicitly the physical movements, but the emotions within), suitable music (interesting, upbeat rhythm and more likely to please all types of audience) and open to various interpretations (not linear to one point-of-view, portraying a diversity of moods and moments).

Other data gathering instruments used during the sessions.

Other very important instruments were used for the data collection process during the Focus Group Research sessions, such as: the audio and video recording device (to record the sessions for subsequent transcription), a note block (to write notes throughout the sessions) and a timer (to keep track of the workout duration).

PART 3 - PRESENTATION AND ANALYSIS OF ACQUIRED DATA

1. Presentation of the Acquired Data

1.1. Online Research Survey.

Description.

The Online Research Survey proceeded from March 18th, 2016, to April 8th, 2016, in the Typeform survey platform[16]. The survey was shared online, especially on social media (i.e. personal profiles, academic groups, groups related to dieting and sports, or groups with other miscellaneous topics). The target was the general public, giving special emphasis to responses from the sedentary population. The software IBM Statistical Package for Social Sciences (SPSS) Statistics (version 24 release) was used to analyze the acquired data.

The survey was officially tested by the research supervisor, two days prior to its official release, on March 16th, 2016. After all questions and respective answers were verified and the survey was approved, the survey received a few touch-ups and it was strategically published on a Friday night. The reason for this is that Friday nights usually mark the end of the working week and we thought that perhaps people would most likely be more receptive to respond to the survey throughout the weekend.

A total of 227 people were inquired. Three out of those 227 responses were invalidated due to their lack of liability, therefore only 225 responses were considered. The survey participants were on average 29.74 years old (SD=9.974), with 56% (N=126) of female participants and 44% (N=99) male participants. 71% (N=160) of respondents answered that they engage in physical activity, and 29% (N=65) answered that they did not engage in physical activity. 56% (N=126) of respondents answered that they consider themselves athletic and 44% (N=99) answered that they consider themselves sedentary.

On a general note, respondents selected that they feel especially motivated to work out when they: 55% go with friends (GWF), 14% see social media shares associated with healthy lifestyles (SSMS), 32% have a training program (HTP), 16% watch inspirational fitness videos (WIFV), 6% schedule a session with a Personal Trainer (SSPT), 5% watch sports advertising (WSA), 28% feel guilt or obligation (FGO) and 25% have new sports apparel or gear (HNAG). When asked to classify the male body (CMB) and female body (CFB), on a scale from 1-4, according to the

[16] https://thejennifersantos.typeform.com/to/ymTLmR

apparent level of physical condition, the mean for the male body rating was 2.96/4 and the mean for the female body rating was 2.66/4 (Table 7).

Case Summaries

	Age	Gender	Do you engage in physical activity?	Do you consider yourself an athletic or sedentary person?	Classify the following male body according to the apparent level of physical condition	Classify the following female body according to the apparent level of physical condition
Std. Deviation	9.974	.498	.456	.497	.718	.780
Mean	29.74	.56	.71	.56	2.96	2.66
Median	26.00	1.00	1.00	1.00	3.00	3.00
N	225	225	225	225	225	225
Minimum	16	Male	No	Sedentary	Bad	Bad
Maximum	75	Female	Yes	Athletic	Excellent	Excellent

Case Summaries

	Go with friends	See social media shares associated with healthy lifestyles	Have a training program	Watch inspirational fitness videos	Schedule a session with a PT	Watch sports advertising	Feel guilt or obligation	Have new sports apparel or gear
N	225	225	225	225	225	225	225	225
Mean	.55	.14	.32	.16	.06	.05	.28	.25
Std. Deviation	.498	.345	.469	.363	.242	.216	.450	.436
Minimum	No	No	No	No	No	No	No	No
Maximum	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Median	1.00	.00	.00	.00	.00	.00	.00	.00

Table 7 - Case summary of all relevant conditions

According to Table 8, of the 29% individuals that responded negatively when asked if they engage in physical activity (N=66), 8% consider themselves athletic, while the remaining 92% consider themselves sedentary. Furthermore, respondents answered that they do not engage in physical activity, selected that they feel especially motivated to work out when they: 47% go with friends (GWF), 15% see social media shares associated with healthy lifestyles (SSMS), 6% have a training program (HTP), 9% watch inspirational fitness videos (WIFV), 6% schedule a session with a Personal Trainer (SSPT), 3% watch sports advertising (WSA), 41% feel guilt or obligation (FGO) and 12% have new sports apparel or gear (HNAG). When asked to classify the male body (CMB) and female body (CFB) according to the apparent level of physical condition, the average rate for the male body was 2.85/4 and for the female body was 2.50/4.

Case Summaries

	Age	Gender	Do you engage in physical activity?	Do you consider yourself an athletic or sedentary person?	Classify the following male body according to the apparent level of physical condition	Classify the following female body according to the apparent level of physical condition
N	66	66	66	66	66	66
Mean	30.42	.67	.00	.08	2.85	2.50
Std. Deviation	11.935	.475	.000	.267	.662	.827
Minimum	16	Male	No	Sedentary	Bad	Bad
Maximum	72	Female	No	Athletic	Excellent	Excellent
Median	24.50	1.00	.00	.00	3.00	3.00

Case Summaries

	Go with friends	See social media shares associated with healthy lifestyles	Have a training program	Watch inspirational fitness videos	Schedule a session with a PT	Watch sports advertising	Feel guilt or obligation	Have new sports apparel or gear
N	66	66	66	66	66	66	66	66
Mean	.47	.15	.06	.09	.06	.03	.41	.12
Std. Deviation	.503	.361	.240	.290	.240	.173	.495	.329
Minimum	No	No	No	No	No	No	No	No
Maximum	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Median	.00	.00	.00	.00	.00	.00	.00	.00

Table 8 - Case summary of respondents who do not engage in physical activity

According to Table 9, of the 71% individuals that responded positively when asked if they engage in physical activity (N=159), 76% consider themselves athletic, while the remaining 24% consider themselves sedentary. Moreover, respondents selected that they feel especially motivated to work out when they: 58% go with friends (GWF), 13% see social media shares associated with healthy lifestyles (SSMS), 43% have a training program (HTP), 18% watch inspirational fitness videos (WIFV), 6% schedule a session with a Personal Trainer (SSPT), 6% watch sports advertising (WSA), 23% feel guilt or obligation (FGO) and 31% have new sports apparel or gear (HNAG). When asked to classify the male body (CMB) and female body (CFB) according to the apparent level of physical condition, the average rate for the male body was 3.00/4 and for the female body was 2.73/4.

Case Summaries

	Age	Gender	Do you engage in physical activity?	Do you consider yourself an athletic or sedentary person?	Classify the following male body according to the apparent level of physical condition	Classify the following female body according to the apparent level of physical condition
N	159	159	159	159	159	159
Mean	29.45	.51	1.00	.76	3.00	2.73
Std. Deviation	9.065	.501	.000	.428	.738	.752
Minimum	16	Male	Yes	Sedentary	Bad	Bad
Maximum	75	Female	Yes	Athletic	Excellent	Excellent
Median	28.00	1.00	1.00	1.00	3.00	3.00

Case Summaries

	Go with friends	See social media shares associated with healthy lifestyles	Have a training program	Watch inspirational fitness videos	Schedule a session with a PT	Watch sports advertising	Feel guilt or obligation	Have new sports apparel or gear
N	159	159	159	159	159	159	159	159
Mean	.58	.13	.43	.18	.06	.06	.23	.31
Std. Deviation	.494	.340	.497	.387	.244	.232	.420	.463
Minimum	No	No	No	No	No	No	No	No
Maximum	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Median	1.00	.00	.00	.00	.00	.00	.00	.00

Table 9 - Case summary of respondents who engage in physical activity

According to Tables 10 and 11, respondents that engage in physical activity regularly (thrice a week or more sessions a week) mostly answered that on the first 15 minutes of the workout session they feel motivated (67%) and energetic (39%). As opposed to respondents that do not engage in physical activity as frequently, athletic respondents that answered more frequently that they sweat right away (18%, compared to 6%). Respondents that do not engage in physical activity regularly (once or twice a week) mostly answered that on the first 15 minutes of the workout session they feel motivated (65%) and energetic (52%). As opposed to respondents that frequently engage in physical activity, they mostly answered that they feel shortness of breath (17%, compared to 10%). Respondents that engage in physical activity regularly (thrice a week or more sessions a week) typically answered that in the end of the workout session they are motivated for the next training session (48%), feel confident (44%) and are very sweaty (42%, compared to only 26% of respondents who do not engage in physical activity as regularly). As opposed to respondents that do not engage in physical activity regularly, they answered that they feel full of energy (22%, compared to 15%). Respondents do not engage in physical activity regularly (once or twice a week) mostly answered that in the end of the workout session they feel exhausted (41%, compared to only 32% of respondents who regularly engage in physical activity), are motivated for their next training session (46%) and feel confident (35%).

Report

What is the average frequency of training sessions per week?		Sweat right away	Feel shortness of breath	Feel energetic	Feel motivated	Feel exhausted	Am very sweaty	Feel confident	Feel full of energy	Am motivated for my next workout session
1-2	N	54	54	54	54	54	54	54	54	54
	Mean	.06	.17	.52	.65	.41	.26	.35	.15	.46
	Std. Deviation	.231	.376	.504	.482	.496	.442	.482	.359	.503
Total	N	54	54	54	54	54	54	54	54	54
	Mean	.06	.17	.52	.65	.41	.26	.35	.15	.46
	Std. Deviation	.231	.376	.504	.482	.496	.442	.482	.359	.503

Table 10 - Means for conditions applicable to answer of “1-2” on “What is the average frequency of training sessions per week?”

Report

What is the average frequency of training sessions per week?		Sweat right away	Feel shortness of breath	Feel energetic	Feel motivated	Feel exhausted	Am very sweaty	Feel confident	Feel full of energy	Am motivated for my next workout session
3-4	N	49	49	49	49	49	49	49	49	49
	Mean	.10	.06	.35	.73	.27	.37	.37	.27	.47
	Std. Deviation	.306	.242	.481	.446	.446	.487	.487	.446	.504
4-5	N	31	31	31	31	31	31	31	31	31
	Mean	.35	.16	.39	.61	.29	.65	.52	.16	.42
	Std. Deviation	.486	.374	.495	.495	.461	.486	.508	.374	.502
6-7	N	18	18	18	18	18	18	18	18	18
	Mean	.17	.06	.50	.67	.56	.33	.50	.22	.72
	Std. Deviation	.383	.236	.514	.485	.511	.485	.514	.428	.461
7-8	N	5	5	5	5	5	5	5	5	5
	Mean	.00	.20	.40	.40	.20	.00	.60	.20	.00
	Std. Deviation	.000	.447	.548	.548	.447	.000	.548	.447	.000
9-10	N	1	1	1	1	1	1	1	1	1
	Mean	.00	.00	1.00	1.00	.00	.00	.00	.00	1.00
	Std. Deviation	.	.	.	.	.	.	.	.	.
Total	N	104	104	104	104	104	104	104	104	104
	Mean	.18	.10	.39	.67	.32	.42	.44	.22	.48
	Std. Deviation	.388	.296	.491	.471	.468	.496	.499	.417	.502

Table 11 - Means for conditions applicable to answer of “3 or more” on “What is the average frequency of training sessions per week?”

Chi-Square Tests.

Chi-Square Tests were set-up in order to understand which conditions above were related or unrelated with each other. Consequently, a Chi-Square Test was conducted to understand if respondents’ training habits are related to their self-perception.

According to Table 12, engaging in physical activity (EPA) is significantly related to considering oneself an athletic or sedentary person (CYAS), $\chi^2(1) = 88.88$, $p \leq .05$. These results suggest that the percentage of respondents who consider themselves athletic or sedentary varies depending on whether they engage or not in physical activity.

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	61	38	99
	Athletic	5	121	126
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	88.882[a]	1	.000		
Continuity Correction[b]	86.123	1	.000		
Likelihood Ratio	98.381	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	88.487	1	.000		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.04.

b. Computed only for a 2x2 table

Table 12 - Chi-Square Test of "Do you engage in physical activity?" and "Do you consider yourself an athletic or sedentary person?"

A Chi-Square Test was conducted to understand if respondents' training activity habits (EPA) are related to feeling especially motivated to work out when: going with friends (GWF), seeing social media shares associated with healthy lifestyles (SSMS), watching inspirational fitness videos (WIFV), scheduling a session with a Personal Trainer (SSPT), watching sports advertising (WSA), feeling guilt or obligation (FGO), having new sports apparel or gear (HNAG) or having a training program (HTP).

Engaging in physical activity (EPA) is not significantly related to GWF, SSMS, WIFV, SSPT or WSA, since $p > .05$.[17] Nonetheless, Tables 13, 14 and 15 confirm that EPA is highly significant with FGO ($\chi^2(1) = 7.720$, $p \leq .05$), HNAG ($\chi^2(1) = 8.619$, $p \leq .05$) and HTP ($\chi^2(1) = 29.66$, $p \leq .05$). These results suggest that respondents' motivation to work out when feeling guilt or obligation, having new sports apparel or gear, or having a training program varies according to whether they engage or not in physical activity. More specifically, respondents who answered positively to engaging in physical activity are most likely to feel especially motivated when feeling guilt or obligation, have new sports apparel or gear or a training program, than those who answered negatively to engaging in physical activity.

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Feel guilt or obligation	No	39	123	162
	Yes	27	36	63
Total		66	159	225

[17] See Appendix C.1. for the remaining EPA condition Chi-Square Tests

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.720[a]	1	.005		
Continuity Correction[b]	6.841	1	.009		
Likelihood Ratio	7.427	1	.006		
Fisher's Exact Test				.009	.005
Linear-by-Linear Association	7.686	1	.006		
N of Valid Cases	225				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.48.

b. Computed only for a 2x2 table

Table 13 - Chi-Square Test of "Do you engage in physical activity?" and feeling especially motivated to work out when “feel guilt or obligation”

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Have new sports apparel or gear	No	58	110	168
	Yes	8	49	57
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.619[a]	1	.003		
Continuity Correction[b]	7.659	1	.006		
Likelihood Ratio	9.526	1	.002		
Fisher's Exact Test				.004	.002
Linear-by-Linear Association	8.581	1	.003		
N of Valid Cases	225				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.72.

b. Computed only for a 2x2 table

Table 14 - Chi-Square Test of "Do you engage in physical activity?" and feeling especially motivated to work out when “have new sports apparel or gear”

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Have a training program	No	62	90	152
	Yes	4	69	73
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	29.662[a]	1	.000		
Continuity Correction[b]	27.983	1	.000		
Likelihood Ratio	35.760	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	29.530	1	.000		
N of Valid Cases	225				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.41.

b. Computed only for a 2x2 table

Table 15 - Chi-Square Test of "Do you engage in physical activity?" and feeling especially motivated to work out when “have a training program”

A Chi-Square Test was conducted to understand if respondents’ self-perception is related to feeling especially motivated to work out when: going with friends (GWF), seeing social media shares associated with healthy lifestyles (SSMS), watching inspirational fitness videos (WIFV), scheduling a session with a Personal Trainer (SSPT), watching sports advertising (WSA), feeling guilt or obligation (FGO), having new sports apparel or gear (HNAG) or having a training program (HTP).

According to the test, considering oneself an athletic or sedentary person (CYAS) is not significantly related to feeling especially motivated to work out when GWF, SSMS, SSPT, or WSA.[18] However, Tables 16, 17, 18 and 19 confirm that CYAS is significantly related to WIFV ($\chi^2(1) = 7.519$, $p \leq .05$), HTP ($\chi^2(1) = 27.020$, $p \leq .05$), FGO ($\chi^2(1) = 7.705$, $p \leq .05$) and HNAG ($\chi^2(1) = 4.780$, $p \leq .05$). These results suggest that respondents’ motivation to work out when watching inspirational fitness videos, having a training program, feeling guilt or obligation, or having new sports apparel or gear differs depending on whether respondents consider themselves athletic or sedentary.

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Watch inspirational fitness videos	No	91	99	190
	Yes	8	27	35
Total		99	126	225

[18] See Appendix C.1. for the remaining CYAS condition Chi-Square Tests

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.519[a]	1	.006		
Continuity Correction[b]	6.538	1	.011		
Likelihood Ratio	7.981	1	.005		
Fisher's Exact Test				.009	.004
Linear-by-Linear Association	7.486	1	.006		
N of Valid Cases	225				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.40.

b. Computed only for a 2x2 table

Table 16 - Chi-Square Test of "Do consider yourself an athletic or sedentary person?" and feeling especially motivated to work out when “watch inspirational fitness videos”

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		Total
		Sedentary	Athletic	
Have a training program	No	85	67	152
	Yes	14	59	73
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	27.020[a]	1	.000		
Continuity Correction[b]	25.550	1	.000		
Likelihood Ratio	28.724	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	26.900	1	.000		
N of Valid Cases	225				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 32.12.

b. Computed only for a 2x2 table

Table 17 - Chi-Square Test of "Do consider yourself an athletic or sedentary person?" and feeling especially motivated to work out when “have a training program”

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		Total
		Sedentary	Athletic	
Feel guilt or obligation	No	62	100	162
	Yes	37	26	63
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.705[a]	1	.006		
Continuity Correction[b]	6.897	1	.009		
Likelihood Ratio	7.680	1	.006		
Fisher's Exact Test				.007	.004
Linear-by-Linear Association	7.671	1	.006		
N of Valid Cases	225				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.72.

b. Computed only for a 2x2 table

Table 18 - Chi-Square Test of "Do consider yourself an athletic or sedentary person?" and feeling especially motivated to work out when “feel guilt or obligation”

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Have new sports apparel or gear	No	81	87	168
	Yes	18	39	57
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.780[a]	1	.029		
Continuity Correction[b]	4.129	1	.042		
Likelihood Ratio	4.889	1	.027		
Fisher's Exact Test				.031	.020
Linear-by-Linear Association	4.759	1	.029		
N of Valid Cases	225				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 25.08.

b. Computed only for a 2x2 table

Table 19 - Chi-Square Test of "Do consider yourself an athletic or sedentary person?" and feeling especially motivated to work out when “have new sports apparel or gear”

A Chi-Square Test was conducted to understand if respondents’ gender is related to whether they engage or not in physical activity (EPA), whether they consider themselves athletic or sedentary (CYAS), or to feeling especially motivated to work out when: going with friends (GWF), seeing social media shares associated with healthy lifestyles (SSMS), watching inspirational fitness videos (WIFV), scheduling a session with a Personal Trainer (SSPT), watching sports advertising (WSA), feeling guilt or obligation (FGO), having new sports apparel or gear (HNAG), or having a training program (HTP).

Tables 20 and 21 confirm that the gender variable is significantly related to the conditions EPA ($\chi^2(1) = 4.670$, $p \leq .05$) and CYAS ($\chi^2(1) = 5.917$, $p \leq .05$). Interestingly enough, the gender

condition does not seem to be significant with any of the remaining conditions: GWF, SSMS, HTP, WIFV, SSPT, WSA, FGO, or HNAG.[19] These results suggest that respondents' gender is correlated to whether they engage in physical activity or not, and to whether they consider themselves athletic or sedentary.

Crosstab

Count

		Gender		
		Male	Female	Total
Do you engage in physical activity?	No	22	44	66
	Yes	78	81	159
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.670[a]	1	.031		
Continuity Correction[b]	4.055	1	.044		
Likelihood Ratio	4.749	1	.029		
Fisher's Exact Test				.039	.021
Linear-by-Linear Association	4.649	1	.031		
N of Valid Cases	225				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 29.33.

b. Computed only for a 2x2 table

Table 20 - Chi-Square Test of "Gender" and "Do you engage in physical activity?"

[19] See Appendix C.1. for the gender variable's Chi-Square Tests

Crosstab

Count

		Gender		
		Male	Female	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	35	64	99
	Athletic	65	61	126
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.917[a]	1	.015		
Continuity Correction[b]	5.278	1	.022		
Likelihood Ratio	5.964	1	.015		
Fisher's Exact Test				.016	.011
Linear-by-Linear Association	5.891	1	.015		
N of Valid Cases	225				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 44.00.

b. Computed only for a 2x2 table

Table 21 - Chi-Square Test of "Gender" and “Do you consider yourself an athletic or sedentary person?”

A Means Report followed by a Chi-Square Tests were conducted to understand if, of respondents who engage in physical activity (EPA), considering oneself athletic or sedentary (CYAS), the average length of each training session (ALTS), or the average weekly training sessions (AFTSPW) are related to conditions such as: [on the first 15 minutes of each session, I tend to…] sweat right away (SRA), feel shortness of breath (FSB), feel energetic (FEN), or feel motivated (FM), and [in the end of the training session, I…] feel exhausted (FEX), am very sweaty (AVS), feel confident (FC), feel full of energy (FFE), or am motivated for the next training session (AMNTS). Understanding the relation of one’s self-perception and reaction towards exercise was a way to comprehend if respondents’ previous answers (i.e. engaging in physical activity, what is average length of each training session, average weekly training sessions) are accurate and if their training intensity is higher or lower than the average (which could help determine the subject of study’s profile).

According to Table 22, of respondents that answered positively to engaging in physical activity (n= 159), 24% still consider themselves sedentary. Respondents who answered positively to engaging in physical activity, exercise, on average, inside the 1h-1h30 time frame and three to four times a week. These results suggest that perhaps respondents who consider themselves sedentary engage in physical activity less than three times a week.

Report

	What is the average length of a training session?	What is the average frequency of training sessions per week?	Sweat right away	Feel shortness of breath	Feel energetic	Feel motivated	Feel exhausted	Am very sweaty	Feel confident	Feel full of energy	Am motivated for my next workout session
N	159	159	159	159	159	159	159	159	159	159	159
Mean	3.11	2.19	.14	.12	.43	.66	.35	.36	.41	.19	.47
Std. Deviation	1.194	1.170	.346	.325	.497	.475	.477	.483	.493	.397	.501
Minimum	I don't engage in physical activity	I don't engage in physical activity	No	No	No	No	No	No	No	No	No
Maximum	3h - 3h30	9-10	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Table 22 - Means for conditions applicable to positive answers to “Do you engage in physical activity?”

In addition, CYAS is not significantly related to SRA, FSB, FEN, FEX, AVS, or FFE.[20] However, according to Tables 23, 24 and 25, CYAS is significantly related to FM ($\chi^2(1) = 5.727$, $p \leq .05$), FC ($\chi^2(1) = 4.383$, $p \leq .05$), and AMNTS ($\chi^2(1) = 4.871$, $p \leq .05$). These results suggest that, as opposed to participants who consider themselves sedentary, respondents who consider themselves athletic are more likely to feel motivated in the beginning of their training session, feel confident and motivated [for their next workout session] at the end of their training session.

Crosstab

Count

		Feel motivated		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	19	19	38
	Athletic	35	86	121
Total		54	105	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.727[a]	1	.017		
Continuity Correction[b]	4.825	1	.028		
Likelihood Ratio	5.531	1	.019		
Fisher's Exact Test				.020	.015
Linear-by-Linear Association	5.691	1	.017		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.91.

b. Computed only for a 2x2 table

Table 23 - Chi-Square Test of “Do you consider yourself an athletic or sedentary person?” and [on the first 15 minutes of each session, I tend to…] “feel motivated”

[20] See Appendix C.1. for the remaining CYAS condition Chi-Square Tests

Crosstab

Count

		Feel confident		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	28	10	38
	Athletic	66	55	121
Total		94	65	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.383[a]	1	.036		
Continuity Correction[b]	3.627	1	.057		
Likelihood Ratio	4.560	1	.033		
Fisher's Exact Test				.039	.027
Linear-by-Linear Association	4.355	1	.037		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.53.

b. Computed only for a 2x2 table

Table 24 - Chi-Square Test of “Do you consider yourself an athletic or sedentary person?” and [in the end of the training session, I…] “feel confident”

Crosstab

Count

		Am motivated for my next workout session		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	26	12	38
	Athletic	58	63	121
Total		84	75	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.871[a]	1	.027		
Continuity Correction[b]	4.083	1	.043		
Likelihood Ratio	4.978	1	.026		
Fisher's Exact Test				.040	.021
Linear-by-Linear Association	4.840	1	.028		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.92.

b. Computed only for a 2x2 table

Table 25 - Chi-Square Test of “Do you consider yourself an athletic or sedentary person?” and [in the end of the training session, I…] “am motivated for my next workout session”

According to Tables 26, 27 and 28, AFTSPW is significantly related to SRA ($\chi^2(6) = 17.078$, $p \leq .05$), AVS ($\chi^2(6) = 17.210$, $p \leq .05$) and CYAS ($\chi^2(6) = 29.873$, $p \leq .05$). However, AFTSPW is not related to FSB, FEN, FM, FEX, FC, FFE, or AMNTS.[21]

These results suggest that respondents' perception and reaction of sweating on the first 15 minutes of a training session and being sweaty at the end of a training session differs depending on respondents' average training frequency per week (Figure 18). Additionally, these results propose that respondents who engage in physical activity once or twice a week (on average) will more likely consider themselves sedentary and those who engage in physical activity three to four times a week (on average) will more likely consider themselves athletic.

Crosstab

Count

		Sweat right away		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	51	3	54
	3-4	44	5	49
	4-5	20	11	31
	6-7	15	3	18
	7-8	5	0	5
	9-10	1	0	1
Total		137	22	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.078[a]	6	.009
Likelihood Ratio	15.819	6	.015
Linear-by-Linear Association	3.737	1	.053
N of Valid Cases	159		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .14.

Table 26 - Chi-Square Test of "What is the average frequency of training sessions per week?" and [on the first 15 minutes of each session, I tend to…] "sweat right away"

[21] See Appendix C.1. for the remaining AFTSPW condition Chi-Square Tests

Crosstab

Count

		Am very sweaty		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	40	14	54
	3-4	31	18	49
	4-5	11	20	31
	6-7	12	6	18
	7-8	5	0	5
	9-10	1	0	1
Total		101	58	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.210[a]	6	.009
Likelihood Ratio	19.163	6	.004
Linear-by-Linear Association	.987	1	.320
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .36.

Table 27 - Chi-Square Test of “What is the average frequency of training sessions per week?” and [in the end of the training session, I…] “am very sweaty”

Crosstab

Count

		What is the average frequency of training sessions per week?							
		I don't engage in physical activity	1-2	3-4	4-5	6-7	7-8	9-10	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	1	25	9	1	1	1	0	38
	Athletic	0	29	40	30	17	4	1	121
Total		1	54	49	31	18	5	1	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.873[a]	6	.000
Likelihood Ratio	32.009	6	.000
Linear-by-Linear Association	20.041	1	.000
N of Valid Cases	159		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .24.

Table 28 - Chi-Square Test of “What is the average frequency of training sessions per week?” and “Do you consider yourself athletic or sedentary?”

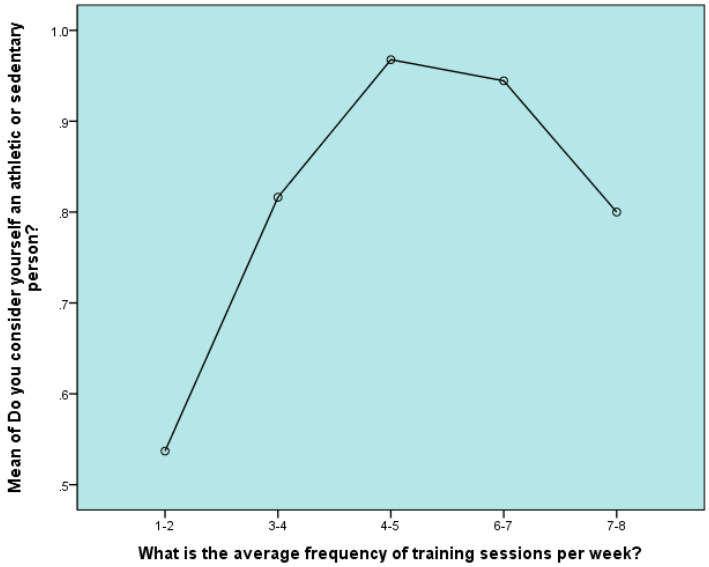

Figure 18 - One-Way ANOVA Test's Means Plot Chart of "What is the average frequency of training sessions per week?" and "Do you consider yourself athletic or sedentary?"

Interestingly enough, respondents' average length of each training session (ALTS)[22] does not seem to influence whether respondents consider themselves athletic or sedentary (CYAS) and does not seem to be related to respondents' reaction of: sweating right away (SRA), feeling shortness of breath (FSB), feeling energetic (FEN), or feeling motivated (FM) on the first 15 minutes of a training session, or feeling exhausted (FEX), feeling very sweaty (AFS), feeling confident (FC), feeling full of energy (FFE), or feeling motivated for their next training session (AMNTS). These results suggest that none of the tested conditions differs depending on respondents' average length of each training session.

Due to the lack of liability of the Chi-Square Tests of Table 26 — considering that "8 cells (57.1%) have expected count less than 5. The minimum expected count is .14." —, Table 27 — considering that "6 cells (42.9%) have expected count less than 5. The minimum expected count is .36." —, and Table 28 — considering that "7 cells (50.0%) have expected count less than 5. The minimum expected count is .24." — One-Way ANOVA tests were conducted in order to confirm the Chi-Square Test results (Table 29 and Table 30).

One-Way ANOVA Tests.

A One-Way ANOVA Test was conducted to understand if, of respondents who engage in physical activity, the average weekly training sessions (AFTSPW) is related to conditions such as: consider

[22] See Appendix C.1. for the ALTS conditions Chi-Square Tests

oneself athletic or sedentary (CYAS), [on the first 15 minutes of each session, I tend to…] sweat right away (SRA), feel shortness of breath (FSB), feel energetic (FEN), or feel motivated (FM), and [in the end of the training session, I…] feel exhausted (FEX), am very sweaty (AVS), feel confident (FC), feel full of energy (FFE), or am motivated for the next training session (AMNTS) [23].

According to Table 29, and confirming the Chi-Square Test results, there is a significant effect of AFTSPW on CYAS at the $p<.05$ level for the three conditions [$F(4, 152) = 7.759$, $p = 0.000$]. Also confirming the Chi-Square Test results, there is not a significant effect of AFTSPW on FSB, FEN, FM, FEX, FC, FFE, or AMNTS. Post Hoc Comparisons using the Tukey HSD Test[24] were conducted for the previously tested significant conditions.

The mean score for the 3-4 condition ($M = 0.82$, $SD = 0.391$), 4-5 condition ($M = 0.97$, $SD = 0.180$), 6-7 condition ($M = 0.94$, $SD = 0.236$) is significantly different than the 1-2 condition ($M = 0.54$, $SD = 0.503$). The 7-8 condition did not significantly differ from the 1-2 condition ($M = 0.54$, $SD = 0.503$). The mean score for the 1-2 condition ($M = 0.54$, $SD = 0.503$) is significantly different from the 3-4 condition ($M = 0.82$, $SD = 0.391$). The 1-2, 4-5, 6-7 and 7-8 conditions did not significantly differ from the 3-4 condition ($M = 0.82$, $SD = 0.391$). The mean score for the 1-2 condition ($M = 0.54$, $SD = 0.503$) is significantly different from the 4-5 condition ($M = 0.97$, $SD = 0.180$). The 3-4, 4-5, 6-7 and 7-8 conditions did not significantly differ from the 4-5 condition ($M = 0.97$, $SD = 0.180$). The mean score for the 1-2 condition ($M = 0.54$, $SD = 0.503$) is significantly different from the 6-7 condition ($M = 0.94$, $SD = 0.236$). However, the 3-4, 4-5, 6-7 and 7-8 conditions did not significantly differ from the 6-7 condition ($M = 0.94$, $SD = 0.236$). The 1-2, 3-4, 4-5 and 6-7 conditions did not significantly differ from the 7-8 condition ($M = 0.80$, $SD = 0.447$).

These results suggest that respondents' self-perception differs depending on respondents' average training frequency per week. Additionally, these results imply that respondents who engage in physical activity once or twice a week (on average) will more likely consider themselves sedentary and those who engage in physical activity three to five times a week (on average) will more likely consider themselves athletic.

According to Table 29, and confirming the Chi-Square Test results, there is a significant effect of AFTSPW on SRA at the $p<.05$ level for the three conditions [$F(4, 152) = 4.486$, $p = 0.002$]. Post

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[23] Considering that, when conditions are significant, the One-Way ANOVA Test, and subsequent Post Hoc Comparisons Tukey HSD Test, do not function in groups where there are fewer than two cases, two cases were not considered in this analysis: a respondent who selected "0 – I don't engage in physical activity" (although he had previously selected that he/she engaged in physical activity) and the only respondent who selected "9-10", both for the condition "average frequency of training sessions".

[24] See Appendix C.2. for all the Post Hoc Comparisons Tukey HSD Test

Hoc Comparisons using the Tukey HSD Test were conducted for the previously tested significant conditions.

The test indicates that the mean score for the 4-5 condition (M = 0.35, SD = 0.486) is significantly different than the 1-2 condition (M = 0.06, SD = 0.231). However, the 3-4, 6-7 and 7-8 conditions did not significantly differ from the 1-2 condition (M = 0.06, SD = 0.231). The mean score for the 4-5 condition (M = 0.35, SD = 0.486) is significantly different from the 3-4 condition (M = 0.10, SD = 0.306). However, the 1-2, 6-7 and 7-8 conditions did not significantly differ from the 3-4 condition (M = 0.10, SD = 0.306). The mean score for the 1-2 condition (M = 0.06, SD = 0.231) and 3-4 condition (M = 0.10, SD = 0.306) are significantly different from the 4-5 condition (M = 0.35, SD = 0.486). However, the 6-7 and 7-8 conditions did not significantly differ from the 4-5 condition (M = 0.35, SD = 0.486). The mean score for the 1-2, 3-4, 4-5 and 7-8 conditions did not significantly differ from the 6-7 condition (M = 0.17, SD = 0.383). The mean score for the 1-2, 3-4, 4-5 and 6-7 conditions did not significantly differ from the 7-8 condition (M = 0.00, SD = 0.000).

These results suggest that respondents' perception/reaction of sweating on the first 15 minutes of a training session differs depending on respondents' average training frequency per week. Additionally, these results imply that respondents who engage in physical activity four to five times a week are more likely to admit that on the first 15 minutes of a workout they tend to sweat right away than respondents who engage in physical activity one to four times (on average), or six to eight times (on average) a week.

According to Table 29, and confirming the Chi-Square Test results, there is a significant effect of AFTSPW on AVS at the $p<.05$ level for the three conditions [$F(4, 152) = 4.301$, $p = 0.003$]. Post Hoc Comparisons using the Tukey HSD Test were conducted for the previously tested significant conditions.

The test indicates that the mean score for the 4-5 condition (M = 0.65, SD = 0.486) is significantly different from the 1-2 condition (M = 0.26, SD = 0.442). However, the 3-4, 6-7 and 7-8 condition did not significantly differ from the 1-2 condition (M = 0.26, SD = 0.442). The mean score for the 1-2, 4-5, 6-7 and 7-8 conditions did not significantly differ from the 3-4 condition (M = 0.37, SD = 0.487). The mean score for the 1-2 condition (M = 0.26, SD = 0.442) is significantly different from the 4-5 condition (M = 0.65, SD = 0.486). However, the 3-4, 6-7 and 7-8 conditions did not significantly differ from the 4-5 condition (M = 0.65, SD = 0.486). The mean score for the 1-2, 3-4, 4-5 and 7-8 conditions did not significantly differ from the 6-7 condition (M = 0.33, SD = 0.485). The mean score for the 4-5 condition (M = 0.65, SD = 0.486) is significantly different from the 7-8 condition (M = 0.00, SD = 0.000). However, the 1-2, 3-4 and 6-7 conditions did not significantly differ from the 7-8 condition (M = 0.00, SD = 0.000).

These results suggest that respondents' perception/reaction of being sweaty at the end of a training session differs depending on respondents' average training frequency per week. Additionally, these results imply that respondents who engage in physical activity four to five times a week are more likely to admit that in the end of a workout session they tend to be very sweaty than respondents who engage in physical activity one to two times (on average), or seven to eight times (on average) a week.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Do you consider yourself an athletic or sedentary person?	Between Groups	4.795	4	1.199	7.759	.000
	Within Groups	23.485	152	.155		
	Total	28.280	156			
Sweat right away	Between Groups	1.997	4	.499	4.486	.002
	Within Groups	16.920	152	.111		
	Total	18.917	156			
Feel shortness of breath	Between Groups	.446	4	.112	1.043	.387
	Within Groups	16.254	152	.107		
	Total	16.701	156			
Feel energetic	Between Groups	.909	4	.227	.918	.455
	Within Groups	37.638	152	.248		
	Total	38.548	156			
Feel motivated	Between Groups	.688	4	.172	.759	.553
	Within Groups	34.421	152	.226		
	Total	35.108	156			
Feel exhausted	Between Groups	1.513	4	.378	1.680	.157
	Within Groups	34.220	152	.225		
	Total	35.732	156			
Am very sweaty	Between Groups	3.718	4	.930	4.301	.003
	Within Groups	32.855	152	.216		
	Total	36.573	156			
Feel confident	Between Groups	.945	4	.236	.966	.428
	Within Groups	37.145	152	.244		
	Total	38.089	156			
Feel full of energy	Between Groups	.408	4	.102	.634	.639
	Within Groups	24.470	152	.161		
	Total	24.879	156			
Am motivated for my next workout session	Between Groups	2.332	4	.583	2.408	.052
	Within Groups	36.790	152	.242		
	Total	39.121	156			

Table 29 - One-Way ANOVA Test of "What is the average weekly training sessions?" and "Do you consider yourself athletic or sedentary?", [on the first 15 minutes of each session, I tend to…] "sweat right away" and [in the end of the training session, I…] "am very sweaty"

A One-Way ANOVA Test was conducted to understand if, of respondents who engage in physical activity, the average length of each training session (ALTS) is related to conditions such as: consider oneself athletic or sedentary (CYAS), [on the first 15 minutes of each session, I tend to…] sweat right away (SRA), feel shortness of breath (FSB), feel energetic (FEN), or feel motivated

(FM), and [in the end of the training session, I…] feel exhausted (FEX), am very sweaty (AVS), feel confident (FC), feel full of energy (FFE), or am motivated for the next training session (AMNTS).

According to Table 30, and confirming the Chi-Square Test results[25], there is not a significant effect of ALTS on whether respondents consider themselves athletic or sedentary (CYAS) and on respondents' reaction of: sweating right away (SRA), feeling shortness of breath (FSB), feeling energetic (FEN), or feeling motivated (FM) on the first 15 minutes of a training session, or feeling exhausted (FEX), feeling very sweaty (AFS), feeling confident (FC), feeling full of energy (FFE), or feeling motivated for their next training session (AMNTS).

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Do you consider yourself an athletic or sedentary person?	Between Groups	1.796	7	.257	1.429	.198
	Within Groups	27.122	151	.180		
	Total	28.918	158			
Sweat right away	Between Groups	.983	7	.140	1.179	.318
	Within Groups	17.973	151	.119		
	Total	18.956	158			
Feel shortness of breath	Between Groups	.876	7	.125	1.192	.311
	Within Groups	15.854	151	.105		
	Total	16.730	158			
Feel energetic	Between Groups	.771	7	.110	.435	.879
	Within Groups	38.285	151	.254		
	Total	39.057	158			
Feel motivated	Between Groups	2.067	7	.295	1.327	.241
	Within Groups	33.593	151	.222		
	Total	35.660	158			
Feel exhausted	Between Groups	1.275	7	.182	.793	.594
	Within Groups	34.700	151	.230		
	Total	35.975	158			
Am very sweaty	Between Groups	1.836	7	.262	1.131	.346
	Within Groups	35.007	151	.232		
	Total	36.843	158			
Feel confident	Between Groups	2.456	7	.351	1.473	.181
	Within Groups	35.972	151	.238		
	Total	38.428	158			
Feel full of energy	Between Groups	1.058	7	.151	.955	.467
	Within Groups	23.898	151	.158		
	Total	24.956	158			
Am motivated for my next workout session	Between Groups	2.848	7	.407	1.670	.120
	Within Groups	36.775	151	.244		
	Total	39.623	158			

Table 30 - One-Way ANOVA Test of "What is the average length of each training session?"

[25] See Appendix C.1. for the ALTS conditions Chi-Square Tests

Independent Samples T-Tests.

Due to the lack of liability of using the Chi-Square Tests to test the remaining conditions, Independent Samples T-Tests were done in order to understand if certain variables were independent or dependent from each other.

An Independent Samples T-Test was conducted to understand if respondents' engagement in physical activity (EPA) is related to the way they classified the male body (CMB) and the female body (CFB) according to their level of physical condition.

According to Table 31, there is no significance between the conditions EPA and CMB. However, there is significance between the conditions EPA and CFB, in the scores for engaging in physical activity (M=2.73, SD=0.752) and not engaging in physical activity (M=2.50, SD=0.827); t(223)=-2.023, p = 0.044. These results suggest that respondents who engage in physical activity will more likely score the female body higher than respondents who do not engage in physical activity. These results suggest that respondents' training habits (EPA) are related to their perception of the female body (CFB).

Group Statistics

	Do you engage in physical activity?	N	Mean	Std. Deviation	Std. Error Mean
Classify the following male body according to the apparent level of physical condition	No	66	2.85	.662	.081
	Yes	159	3.00	.738	.059
Classify the following female body according to the apparent level of physical condition	No	66	2.50	.827	.102
	Yes	159	2.73	.752	.060

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.018	.893	-1.444	223	.150	-.152	.105	-.358	.055
	Equal variances not assumed			-1.510	134.585	.133	-.152	.100	-.350	.047
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	1.420	.235	-2.023	223	.044	-.230	.113	-.453	-.006
	Equal variances not assumed			-1.945	111.819	.054	-.230	.118	-.463	.004

Table 31 - Independent Samples T-Test of the conditions "Do you engage in physical activity?" and "Classify the following male/female body according to the apparent level of physical condition"

An Independent Samples T-Test was conducted to understand if respondents' self-perception of considering oneself athletic or sedentary (CYAS) is related to any other condition that participants could have selected in the question "feeling especially motivated to work out when I": see social media shares associated with healthy lifestyle (SSMS), watch inspirational fitness videos (WIFV), or watch sports advertising (WSA); or the rating from 1-4 that participants were asked to give the male (CMB) and the female (CFB) body, according to the apparent level of physical condition.

According to Table 32, there is no significance between the condition CYAS and the conditions SSMS, WSA, CMB, or CFB. Nonetheless, there is a significant difference in the scores for WIFV and CYAS conditions, where considering oneself athletic (M=0.21, SD=0.412) and sedentary (M=0.08, SD=0.274); t(217.439)=-2.909, p = 0.004". These results suggest that respondents who consider themselves sedentary will less likely feel especially motivated to work out when they watch inspirational fitness videos, and that participants who consider themselves athletic will most likely feel especially motivated to work out when they watch inspirational fitness videos. In other words, 8% of respondents who consider themselves sedentary feel especially motivated to work out when watching inspirational fitness videos, as opposed to 21% of respondents who consider themselves athletic that feel especially motivated when watching inspirational fitness videos as well.

Group Statistics

	Do you consider yourself an athletic or sedentary person?	N	Mean	Std. Deviation	Std. Error Mean
See social media shares associated with healthy lifestyles	Sedentary	99	.16	.370	.037
	Athletic	126	.12	.325	.029
Watch inspirational fitness videos	Sedentary	99	.08	.274	.028
	Athletic	126	.21	.412	.037
Watch sports advertising	Sedentary	99	.04	.198	.020
	Athletic	126	.06	.230	.020

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
See social media shares associated with healthy lifestyles	Equal variances assumed	3.356	.068	.917	223	.360	.043	.046	-.049	.134
	Equal variances not assumed			.903	196.341	.368	.043	.047	-.050	.136
Watch inspirational fitness videos	Equal variances assumed	36.194	.000	-2.777	223	.006	-.133	.048	-.228	-.039
	Equal variances not assumed			-2.909	217.439	.004	-.133	.046	-.224	-.043
Watch sports advertising	Equal variances assumed	1.096	.296	-.521	223	.603	-.015	.029	-.072	.042
	Equal variances not assumed			-.531	221.122	.596	-.015	.029	-.071	.041

Table 32 - Independent Samples T-Test of the variable "Do you consider yourself an athletic or sedentary person?"

An Independent Samples T-Test was conducted to understand if participants' motivation to work out when seeing social media shares associated with healthy lifestyles (SSMS) is associated any other condition that participants could have selected in the question "feeling especially motivated to work out when I": go with friends (GWF), have a training program (HTP), watch inspirational fitness videos (WIFV), schedule a session with a Personal Trainer (SSPT), watch sports advertising (WSA), feel guilt or obligation (FGO), have new sports apparel or gear (HNAG); or the rating from 1-4 that participants were asked to give the male (CMB) and the female (CFB) body, according to the apparent level of physical condition.

According to Table 33, there is no significance between the condition SSMS and the conditions GWF, HTP, WIFV, SSPT, FGO, CMB and CFB. However, there is significance between the condition SSMS and the conditions WSA and HNAG.

There is significance between the conditions SSMS and WSA in the scores for SSMS (M=0.00, SD=0.000) and not SSMS (M=0.06, SD=0.232) conditions; t(193.000)=3.406, p = 0.001. There is significance between the conditions SSMS and HNAG in the scores for SSMS (M=0.45, SD=0.506) and not SSMS (M=0.22, SD=0.416) conditions; t(36.782)=-2.404, p = 0.021. These results suggest that respondents who feel especially motivated to work out when they see social media shares associated with healthy lifestyles might also feel especially motivated to work out when they watch sports advertising, or when they have new sports apparel or gear.

Group Statistics

	See social media shares associated with healthy lifestyles	N	Mean	Std. Deviation	Std. Error Mean
Go with friends	No	194	.56	.497	.036
	Yes	31	.48	.508	.091
Have a training program	No	194	.35	.477	.034
	Yes	31	.19	.402	.072
Watch inspirational fitness videos	No	194	.16	.367	.026
	Yes	31	.13	.341	.061
Schedule a session with a PT	No	194	.06	.232	.017
	Yes	31	.10	.301	.054
Watch sports advertising	No	194	.06	.232	.017
	Yes	31	.00	.000	.000
Feel guilt or obligation	No	194	.29	.457	.033
	Yes	31	.19	.402	.072
Have new sports apparel or gear	No	194	.22	.416	.030
	Yes	31	.45	.506	.091
Classify the following male body according to the apparent level of physical condition	No	194	2.97	.719	.052
	Yes	31	2.87	.718	.129
Classify the following female body according to the apparent level of physical condition	No	194	2.70	.764	.055
	Yes	31	2.42	.848	.152

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Go with friends	Equal variances assumed	.410	.522	.808	223	.420	.078	.096	-.112	.268
	Equal variances not assumed			.796	39.752	.431	.078	.098	-.120	.276
Have a training program	Equal variances assumed	19.428	.000	1.680	223	.094	.152	.090	-.026	.330
	Equal variances not assumed			1.901	44.678	.064	.152	.080	-.009	.313
Watch inspirational fitness videos	Equal variances assumed	.816	.367	.437	223	.663	.031	.070	-.108	.169
	Equal variances not assumed			.462	41.952	.647	.031	.067	-.104	.165
Schedule a session with a PT	Equal variances assumed	2.766	.098	-.855	223	.393	-.040	.047	-.132	.052
	Equal variances not assumed			-.709	35.928	.483	-.040	.056	-.155	.074
Watch sports advertising	Equal variances assumed	8.362	.004	1.359	223	.176	.057	.042	-.026	.139
	Equal variances not assumed			3.406	193.000	.001	.057	.017	.024	.090
Feel guilt or obligation	Equal variances assumed	7.272	.008	1.153	223	.250	.100	.087	-.071	.272
	Equal variances not assumed			1.265	43.391	.212	.100	.079	-.059	.260
Have new sports apparel or gear	Equal variances assumed	12.888	.000	-2.768	223	.006	-.230	.083	-.394	-.066
	Equal variances not assumed			-2.404	36.782	.021	-.230	.096	-.424	-.036
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.019	.891	.705	223	.481	.098	.139	-.176	.372
	Equal variances not assumed			.706	40.216	.484	.098	.139	-.183	.379
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.596	.441	1.877	223	.062	.282	.150	-.014	.577
	Equal variances not assumed			1.741	38.197	.090	.282	.162	-.046	.609

Table 33 - Independent Samples T-Test of feeling especially motivated to work out when “see social media shares associated with healthy lifestyles" and feeling especially motivated to work out when “watch sports advertising”, and feeling especially motivated to work out when “have new sports apparel or gear”

Likewise, an Independent Samples T-Test was conducted to understand if participants’ motivation to work out when watching inspirational fitness videos (WIFV) is associated any other condition that participants could have selected in the question “feeling especially motivated to work out when I”: go with friends (GWF), have a training program (HTP), see social media shares associated with healthy lifestyles (SSMS), schedule a session with a Personal Trainer (SSPT), watch sports advertising (WSA), feel guilt or obligation (FGO), have new sports apparel or gear (HNAG); or the rating from 1-4 that participants were asked to give the male (CMB) and the female (CFB) body, according to the apparent level of physical condition.

Conversely, unlike the previous Independent Samples T-Test, according to Table 34, there is no significance between the condition WIFV and any of the tested conditions (SSMS, GWF, HTP, SSPT, WSA, FGO, HNAG, CMB and CFB).

Group Statistics

	Watch inspirational fitness videos	N	Mean	Std. Deviation	Std. Error Mean
Go with friends	No	190	.55	.499	.036
	Yes	35	.54	.505	.085
Have a training program	No	190	.30	.459	.033
	Yes	35	.46	.505	.085
See social media shares associated with healthy lifestyles	No	190	.14	.350	.025
	Yes	35	.11	.323	.055
Schedule a session with a PT	No	190	.06	.244	.018
	Yes	35	.06	.236	.040
Watch sports advertising	No	190	.05	.213	.015
	Yes	35	.06	.236	.040
Feel guilt or obligation	No	190	.28	.452	.033
	Yes	35	.26	.443	.075
Have new sports apparel or gear	No	190	.23	.423	.031
	Yes	35	.37	.490	.083
Classify the following male body according to the apparent level of physical condition	No	190	2.94	.746	.054
	Yes	35	3.06	.539	.091
Classify the following female body according to the apparent level of physical condition	No	190	2.66	.799	.058
	Yes	35	2.69	.676	.114

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Go with friends	Equal variances assumed	.039	.843	.106	223	.915	.010	.092	-.171	.191
	Equal variances not assumed			.105	47.007	.917	.010	.093	-.177	.196
Have a training program	Equal variances assumed	5.955	.015	-1.830	223	.069	-.157	.086	-.326	.012
	Equal variances not assumed			-1.714	44.952	.094	-.157	.092	-.342	.028
See social media shares associated with healthy lifestyles	Equal variances assumed	.807	.370	.437	223	.663	.028	.064	-.098	.153
	Equal variances not assumed			.462	49.907	.646	.028	.060	-.093	.149
Schedule a session with a PT	Equal variances assumed	.073	.787	.135	223	.893	.006	.045	-.082	.094
	Equal variances not assumed			.138	48.421	.891	.006	.044	-.082	.094
Watch sports advertising	Equal variances assumed	.237	.627	-.245	223	.806	-.010	.040	-.088	.069
	Equal variances not assumed			-.229	44.834	.820	-.010	.043	-.096	.076
Feel guilt or obligation	Equal variances assumed	.463	.497	.326	223	.744	.027	.083	-.136	.191
	Equal variances not assumed			.331	47.959	.742	.027	.082	-.137	.192
Have new sports apparel or gear	Equal variances assumed	7.901	.005	-1.752	223	.081	-.140	.080	-.297	.017
	Equal variances not assumed			-1.583	43.815	.121	-.140	.088	-.318	.038
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	5.891	.016	-.910	223	.364	-.120	.132	-.381	.140
	Equal variances not assumed			-1.135	60.859	.261	-.120	.106	-.332	.092
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	2.701	.102	-.193	223	.847	-.028	.144	-.311	.256
	Equal variances not assumed			-.217	53.129	.829	-.028	.128	-.285	.229

Table 34 - Independent Samples T-Test of feeling especially motivated to work out when “watch inspirational fitness videos" and feeling especially motivated to work out when “have new sports apparel or gear”

Additionally, another Independent Samples T-Test was conducted to understand if participants’ motivation to work out when watching sports advertising (WSA) is associated any other condition that participants could have selected in the question “feeling especially motivated to work out when I”: go with friends (GWF), have a training program (HTP), see social media shares associated with healthy lifestyles (SSMS), schedule a session with a Personal Trainer (SSPT), watch inspirational fitness videos (WIFV), feel guilt or obligation (FGO), have new sports apparel or gear (HNAG); or

the rating from 1-4 that participants were asked to give the male (CMB) and the female (CFB) body, according to the apparent level of physical condition.

According to Table 35, there is no significance between the condition WSA and the conditions WIFV, SSMS, GWF, HTP, SSPT, FGO, CMB and CFB. However, there is significance between the condition WSA and the conditions HTP, SSMS and HNAG. There is significance between the conditions WSA and HTP in the scores for WSA (M=0.09, SD=0.302) and not WSA (M=0.34, SD=0.474) conditions; t(12.688)=2.544, p = 0.025. There is significance between the conditions WSA and SSMS in the scores for WSA (M=0.00, SD=0.000) and not WSA (M=0.14, SD=0.353) conditions; t(213.000)=6.007, p = 0.000. There is a significant difference between the conditions WSA and HNAG, in the scores for WSA (M=0.55, SD=0.522) and HNAG (M=0.24, SD=0.427) conditions; t(223)=-2.301, p = 0.022. These results suggest that respondents who feel especially motivated to work out when they watch sports advertising might also feel especially motivated to work out when they have a training program, when they see social media shares associated with healthy lifestyles, or when they have new sports apparel or gear.

Group Statistics

	Watch sports advertising	N	Mean	Std. Deviation	Std. Error Mean
Go with friends	No	214	.56	.498	.034
	Yes	11	.45	.522	.157
Have a training program	No	214	.34	.474	.032
	Yes	11	.09	.302	.091
See social media shares associated with healthy lifestyles	No	214	.14	.353	.024
	Yes	11	.00	.000	.000
Schedule a session with a PT	No	214	.06	.239	.016
	Yes	11	.09	.302	.091
Watch inspirational fitness videos	No	214	.15	.362	.025
	Yes	11	.18	.405	.122
Feel guilt or obligation	No	214	.27	.446	.030
	Yes	11	.45	.522	.157
Have new sports apparel or gear	No	214	.24	.427	.029
	Yes	11	.55	.522	.157
Classify the following male body according to the apparent level of physical condition	No	214	2.97	.725	.050
	Yes	11	2.64	.505	.152
Classify the following female body according to the apparent level of physical condition	No	214	2.66	.793	.054
	Yes	11	2.73	.467	.141

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Go with friends	Equal variances assumed	.016	.900	.658	223	.511	.102	.154	-.203	.406
	Equal variances not assumed			.630	10.956	.541	.102	.161	-.253	.456
Have a training program	Equal variances assumed	32.253	.000	1.700	223	.091	.246	.144	-.039	.530
	Equal variances not assumed			2.544	12.688	.025	.246	.097	.037	.455
See social media shares associated with healthy lifestyles	Equal variances assumed	10.708	.001	1.359	223	.176	.145	.107	-.065	.355
	Equal variances not assumed			6.007	213.000	.000	.145	.024	.097	.192
Schedule a session with a PT	Equal variances assumed	.609	.436	-.402	223	.688	-.030	.075	-.178	.118
	Equal variances not assumed			-.327	10.658	.750	-.030	.092	-.234	.174
Watch inspirational fitness videos	Equal variances assumed	.224	.637	-.245	223	.806	-.028	.113	-.249	.194
	Equal variances not assumed			-.222	10.839	.829	-.028	.124	-.302	.247
Feel guilt or obligation	Equal variances assumed	2.663	.104	-1.321	223	.188	-.184	.139	-.457	.090
	Equal variances not assumed			-1.144	10.762	.277	-.184	.160	-.537	.170
Have new sports apparel or gear	Equal variances assumed	3.860	.051	-2.301	223	.022	-.307	.133	-.570	-.044
	Equal variances not assumed			-1.918	10.699	.082	-.307	.160	-.661	.047
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.057	.811	1.516	223	.131	.336	.221	-.101	.772
	Equal variances not assumed			2.098	12.226	.057	.336	.160	-.012	.683
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	5.394	.021	-.283	223	.777	-.068	.242	-.545	.408
	Equal variances not assumed			-.453	13.173	.658	-.068	.151	-.394	.257

Table 35 - Independent Samples T-Test of feeling especially motivated to work out when “watch sports advertising" and feeling especially motivated to work out when “have a training program”, feeling especially motivated to work out when “see social media shares associated with healthy lifestyles” and feeling especially motivated to work out when “have new sports apparel or gear”

Additionally, Independent-Samples T-Tests were conducted to comprehend if an individuals’ gender is related to the score rating from 1-4 that participants were asked to give the male (CMB) and the female (CFB) body, according to the apparent level of physical condition.[26] The results show that the gender variable is not related to the way the male (CMB), or the female (CFB) body were classified. This suggests that respondents’ gender does not influence the way they perceived the male and the female body.

1.2. Focus Group Research.

Description.

The Focus Group Research encompassed two mixed groups (Group A and Group B), which included sedentary participants and athletic participants, although particularly aiming at sedentary individuals. Due to difficulty in recruiting participants for the control group, the contingency plan had

[26] See Appendix C.3. for the gender variable’s Independent-Samples T-Tests

to be activated, therefore the two distinct populations used in the study, sedentary and athletic, had to be evenly mixed in the two groups (Group A and Group B).

Due to personal issues, some participants were unable to be present on the second session. Therefore, a few changes occurred in the Participant List (Table 36). In Group A, Participant 2 and Participant 4 were absent and in Group B, Participant 7 and 12 were absent. However, in Group B's second session, an additional participant (Participant 13) attended the session.

FOCUS GROUP RESEARCH PARTICIPANT LIST	
Session 1	
Group A	5 Participants 3 Sedentary, 2 Athletic
Group B	7 Participants 3 Sedentary, 4 Athletic
Session 2	
Group A	3 Participants 2 Sedentary, 1 Athletic
Group B	6 Participants 3 Sedentary, 3 Athletic

Table 36 - Focus Group Research Participant List

The sessions took place on April 30th and on May 7th in a dance studio hall in Aveiro located in Aradas, called Soul Dance Academy (Figure 29 and Figure 21). The Group A sessions were scheduled from 10h-11h30 and the Group B sessions were schedules from 14h-15h30. Both sessions were divided in three parts: group discussion (part 1), participant observation during the sports training session (part 2) and group discussion (part 3).

The aim of the Focus Group Research conduction was to:

1) Understand what influence do sports videos and audiovisual sports advertisements have on athletic and sedentary individuals;
2) Recognize what criteria make audiovisual advertisements more, or less influential;
3) Identify the body image, self-perception and the perception of others in athletic and sedentary individuals.

Figure 19 - Group A Focus Group Research Session 1

Figure 20 - Group B Focus Group Research Session 1

The participant observation consisted of a 5-minute warm-up, the presentation of a short workout routine (with the duration of 10 minutes) with basic exercises and adaptable intensity for both athletic and sedentary participants, the implementation of the workout routine presented and a 5-minute cool-down with stretches.

A total of 13 people group participants were present in the Focus Group Research sessions. A Means Test was used in order to understand the variables' means in the groups (Table 37). The participants were on average 36.38 (SD=11.529), with 15% (N=2) male participants and 85% (N=11) female participants. Considering the designed profile for both research populations, 56% (N=6) were considered athletic and 54% (N=7) were considered sedentary.

Focus Group Participant List Report

	Group	Age	Gender
N	13	13	13
Mean	.46	36.38	.15
Std. Deviation	.519	11.529	.376
Minimum	Sedentary	15	Male
Maximum	Athletic	51	Female

Table 37 - Focus Group Participant List Report

Both Focus Group Research sessions were recorded and subsequently transcribed (in full transcription manner). The word cloud (Figure 22) represents the most important topics out of the various subjects discussed[27] in the Focus Group Research sessions. For better comprehension,

[27] These topics were extracted from the full transcriptions of the four Focus Group Research sessions conducted

quotes from the Focus Group Research Transcript were translated from Portuguese (the original language spoken in the Focus Group Research sessions) to English.

Figure 21 - Focus Group Research sessions word cloud

Research discussion synthesis.

Do you engage in physical activity?

Initially, Group A Participants were asked if they engage in physical activity, to which Participant 1 (SED) answered rapidly “not really” (see Appendix G, p. 1), but the other Participants were quiet and looked confused, so the moderator clarified the question by giving emphasis to the fact that the question does not concern sports physical activity, but physical activity in general. Consequently, Participants began speaking, “twice a week” (Participant 3 - SED), shaking head positively (Participant 2 - ATL), Participant 4 (SED) asked if working in the yard (such as gardening) counts, the same participant who had made the initial statement (Participant 1- SED) said that she walks “a lot, kind of” (see Appendix G, p. 1), but does not practice a specific discipline although she is active, and Participant 5 (ATL) said that he engages in physical activity daily.

Group B participants had the same confused reaction when asked if they engage in physical activity, so the moderator also had to clarify that physical activity did not only include sports physical activity. With this, Participant 6 (SED) said that she did, but could not mention what it was[28], four Participants (7, 8, 9, 10 - ATL) mentioned CrossFit, Participant 11 (SED) said that she engages in physical activity, but not as regularly as she should, but she enjoys the outdoors (i.e.

[28] She gave the impression that she was referring to intimate activities

walking and bicycling) and Participant 12 (SED) mentioned that she engages in physical activity in school and at home.

Do you buy new sports apparel or gear?

Participants were asked if they tend to or like to buy new sports apparel or gear. In Group A, Participant 1 (SED) and Participant 4 (ATL) answered “no” immediately. Consequently, to clarify, the moderator added “have the desire to” (see Appendix G, p. 2). So then Participant 2 (ATL) said “when I want it, I buy it!” (see Appendix G, p. 2), Participant 1 (SED) expressed that she desires to and Participant 3 (SED) indicated that she bought some. One Participant (SED) restated that “I have desire, but…” (see Appendix G, p. 2), Participant 4 (SED) said “I think so, I have desire…” (see Appendix G, p. 2) and then Participant 2 (ATL) repeated “I have desire and I buy it” (see Appendix G, p. 2) and stated that she would like to buy more sports footwear.

In Group B, Participant 11 (SED) mentioned she hadn’t bought anything lately, but she would like to have better looking sports gear. Participant 9 (ATL) commented in a meditative tone that she would love to go to a store as soon as possible and buy sports gear. Participant 10 (ATL) noted that she needs sports shoes, but Reebok CrossFit Nanos are too expensive, and that she needs sports bras, but they are pricey as well. Participant 11 (SED) agreed and said that she usually wears one bra on top of the other for better support (because one high-quality bra is too costly).

Do you watch sports advertising?

When participants were asked if they watch sports advertising, both groups made very confused expressions and did not answer directly, so some hints were made, “for example, on the Internet, on TV” (see Appendix G, p. 2) and “on any format” (see Appendix G, p. 34), but there was still not much receptivity from participants.

Group A answered negatively right away, stating that they only watch sports advertising if it unexpectedly comes into view and that they do not search for sports advertising. However, Participant 7 (ATL) mentioned right away that she knew “Sport Zone is promoting bicycle discounts” (see Appendix G, p. 34), which lead to Participant 8 (ATL) to ask if she received the text message notification and said “15% discount on Mother’s Day in Yellow Adventure” (see Appendix G, p. 35) to which Participant 10 (ATL) showed some interest and asked if they were open on Sundays.

With this, in Group B, the moderator hinted “anything from any sports event, anything that is going to happen…” (see Appendix G, p. 35). Participants mentioned the CrossFit Regionals and the Selfie Run in Aveiro, which then lead to another Participant (SED) who started talking about the local BTT, walk and trail events that have become more and more popular. Subsequently,

Participant 10 (ATL) noted how expensive she thinks the Lisbon Marathon is and how local events are really advantageous, considering that dislocation costs are a lot lower.

Sports advertising research.

Participant 1 (SED), in Group A, was asked if she searched for the relaxation videos — which she had previously stated that she appreciated watching — on the Internet, to which she confirmed and said it was on YouTube. Participant 2 (ATL) then said that she researches anything that is sports-related, Participant 3 (SED) said she prefers books and Participant 5 (ATL) affirmed that he searches for complimentary information or clarification about sports, but not specifically advertising or products (e.g. on the Internet, articles and books). Participant 2 (ATL) mentioned that she uses the Internet to look for sports videos and Participant 4 (SED) said that he saw a promotion to a new sports modality in the Eurosport channel and explained what it consists in.

In Group B, participants were asked if they usually make sports-related research on the Internet, in books, or in another type of medium. Participant 8 (ATL) and Participant 10 (ATL) mentioned CrossFit (i.e. random searches, techniques, Reebok CrossFit Games, CrossFit Invitational events). The moderator then asked what is the main motive for researching the mentioned information and both participants said it is for learning purposes and inspiration. Participant 10 (ATL) developed the earlier statement by saying that she also sees videos that disclose athletes' daily lives, which paved the way for Participant 11's (SED) intervention. Participant 11 (SED) explained:

> Lately I have been searching for, I didn't make a routine, well… I haven't adhered, I am not a gym-person, as I have previously stated, I prefer the outdoors, bicycle, walks, etc. But I also would like to learn how to do some exercises… At home, but I must put my mind to it and take the time, I have to learn. Actually, lately I have been researching how to do local-body exercises. And thankfully I now am a television that is a little bit, it has access to YouTube, what I intend to do is […] have attitude, and do it according to YouTube videos, start to exercise and… Letting go of the laziness, because this winter was a little lazy… And… I gained some weight and I wanted to… Adjust, right? (see Appendix G, p. 37)

This statement brought up a little debate from Participant 7 (ATL) that concerned advising Participant 11 (SED) that it is a little bit risky for beginners to start exercising on their own, "one thing is having previous knowledge and then keeping up at home, now to start, I think that its best to learn from someone who can make corrections" (see Appendix G, p. 38).

Sports advertising exposure.

Group A was questioned about the last advertisement that they remembered watching. Participant 1 (SED) stated:

> For me, it was of that girl, I don't remember… But she had ABS that I would eventually like to have, eventually!!! A tank, a chocolate tablet… She had, I don't remember which one it was, I think it was… I don't know how she was, but she did a (hands movement for the chest press sports exercise) (…) But she had a dreamy belly… (see Appendix G, p. 4)

Participant 3 (SED) mentioned that her favorite advertising had nothing to do with sports (i.e. Hyundai's commercial). Participant 5 (ATL) said that the last advertising he watched was the "Descontos Imbatíveis"[29] of Sport Zone. Consequently, Participant 1 (SED) intervened again, saying that she lied, because now she remembered a commercial about bicycles and she wasn't sure if it was from Sport Zone, Decathlon, or on the French television channel and then she added that she has also watched an advertisement with José Mourinho on it, but could not recall where[30]. Participant 4 (SED) said that on TV he usually sees football and mountaineering. Participant 2 (ATL) noted that the last video she watched was "The evolution of bodybuilding in time"[31] (see Appendix G, p. 5).

Participants in Group A were challenged to think if there is a particular reason why they are not exposed to sports advertising. Participant 4 (SED) said that he was not exposed to advertising because he doesn't have Internet at home, Participant 3 (SED) stated that she might page through a sports magazine, but will not buy one intendedly, especially because she has many at home, and Participant 1 (SED) asked if watching videos about relaxation counted and said that she enjoys it, but doesn't have much free time.

Participants were then queried if they could recall any advertisement by Nike, Adidas, Reebok, or any other sports brands. Participant 5 (ATL) expressed that he feels that Nike, Adidas or Reebok advertisements are not common at all in the country (i.e. Portugal), and are only displayed in specialized channels, such as Eurosport. However, he does not think that brand exposure through advertising is necessary because he believes that brands choose wisely where they should be advertising. Participant 3 (SED) added that the only advertising published to the general public isn't

[29] Unbeatable discounts
[30] She was unknowingly referring to a Lipton Ice Tea commercial
[31] Translated from the original transcript, "A evolução do culturismo no tempo"

directly related to the sports brands themselves, but to representing national sporting goods retailers, such as Sport Zone and Decathlon. Participant 4 (SED) said that he thinks in the past[32] there was more diversity on advertising, but nowadays it isn't necessary and Participant 1 (SED) noted that she thinks French television channels still have variety on advertising. Participant 3 (SED) remembered that the last sports-related advertisement she watched was Sketchers' to which Participant 1 (SED) agreed and said that she sees sports gear on television when its LIDL's sports week.

Naturally, participants brought up the brand exposure topic. Participant 3 (SED) remarked that she thinks Reebok is more famous in America than in Europe and every participant approved. With this, participants were questioned if they thought they would be interested in buying Reebok products if there was more product variety, however the question was dodged aside and Participant 1 (SED) stated that each country has their main brand, "depends on the country, it's like in France, it's Adidas and Le Coque Sportif" (see Appendix G, p. 12). Participant 3 (SED) agreed, affirming that brands deliberately invest in a particular country (depending on choice and a depending on the nation's most popular sports modality) and that Nike and Adidas are the biggest worldwide brands. Participant 3 (SED) declared that:

> If a sports modality knows that the line of that brand is better, obviously it will not be linked to others, regardless of the price, if it has to invest, it will invest in something that it knows is worth it (…) *better* in the spectrum of experience! (see Appendix G, p. 17)

When participants were questioned if they were able to associate Reebok to a new sports modality, most participants seemed confused and did not respond, however Participant 5 (ATL) said that he thinks maybe Reebok is related to CrossFit, although he stated that he has never seen a Reebok commercial promoting CrossFit and that he only associates Reebok to CrossFit because he has already seen, in some sports gear stores, a small "CrossFit" label under Reebok. Participant 2 (ATL) noted that she thought people that are not directly linked to CrossFit do not associate it with Reebok. Everyone agreed.

Participant 3 (SED) mentioned that she believes brands strategically exposed themselves in the biggest sports gear stores in the country and that brands create and expose their products specifically in one of those stores, not all of them. She also suggested that the reason why prices are so high in one store and low on another is because, depending on the store, the batch is also

[32] About ten years ago

different. Participant 4 (SED) agreed. Participant 3 (SED) also mentioned that nowadays there is much more advertising aiming the female audience because women are more influential, and Participant 1 (SED) added that perhaps it is because women are the ones who buy for their children and shop for the family.

Participant 4 (SED) said that he thought perhaps promotion on television aims to all audience, but on the Internet brand promotion is set towards a specific public and, as an example, mentioned the YouTube video suggestions that show up after watching a video that fits in a specific genre. He also stated that he would only feel sports brands such as Adidas or Nike were directed to the general public if they were to strongly invest on television advertising, because currently those brands invest more on online advertising, that are usually on sports websites, or pop up to users who seek sports-related content.

Additionally, Participant 3 (SED) noted that realistically, brands ambition to attract everyone, but they are unable to due to financial inaccessibility and because brands are not willing to invest in cheaper lines. With this, she suggests that brands invest on more complex, sophisticated and expensive product models as well as in simpler, economic product models.

When participants were asked to give their opinion on why someone would watch a sports video, Participant 3 (SED) expressed:

> I think that the fact of watching videos (…) the fact that… In the past, 20-30 years ago, there were only 4 channels on a television. Everything that was available concerning advertising, sometimes we were watching a movie, a novella, there were 15 minutes of advertising. Now we want to watch a (…) now there is one, but also, there was everything, there was everything, now the fact that there is a lot of channel diversity, aiming this, aiming that, a channel for sports, another for dance, films, another… There is already specific advertising on those channels, that there was that kind of… A person said “Oh I want to watch that channel”, if they are interested in what is showing in that channel, advertising will surely show up there (…) and that influences. (see Appendix G, p. 25)

In Group B, when participants were asked if they could remember any sports commercial produced by Reebok, all remained silent. It was only when the moderator clarified that they did not need to mention a specific product and that it could be a video promoting a modality, or an athlete, that participants began speaking. Participant 9 (ATL) mentioned the Reebok CrossFit Regionals and

Participant 10 (ATL) mentioned the “Be More Human” campaign, although she was not able to describe it in detail. However, Participant 9 (ATL) was able to acknowledge the “Be More Human” campaign and described that the commercial tries to motivate people to practice sports and be stronger, but she couldn’t remember it very well because she saw it a long time ago.

When participants were asked if they believe there is a shortage of sports-related advertising, Participant 6 (SED) and Participant 11 (SED) said that they did not think advertisements were necessary. Participants were also questioned about social media shares. Participant 9 (ATL) mentioned that social media shares depend on what individuals follow on social media, how people react to it (e.g. commenting about specific sales or promotions) and the fact that when information about sales, for example, reaches someone, that person is surely going to be influenced by it and desire to buy that particular product. Participant 6 (SED) mentioned LIDL’s TV commercial for sports gear and looked around for confirmation, and Participant 11 (SED) commented that LIDL tends to have good discounts.

Participant 6 (SED) remarked that a brand’s reputation and popularity is dependent on each particular country and that, for instance, Reebok is a very reputable and popular brand in France and Le Coque Sportif and Adidas is also very popular in France, but in Portugal isn’t as popular. Participant 11 (SED) suggested that perhaps “advertising is failing” (see Appendix G, p. 4) and Participant 8 (ATL) declared that she disagrees with Participant 6’s (SED) statement.

Sports industry influence.

In Group A, Participant 2 (ATL) noted that usually people who are not looking for a specific brand in a product they are planning to buy and see a TV commercial, they will probably try to find out its price, evaluate its benefits and consider buying it. With this, participants were asked if they consider Nike more expensive than Adidas. Participant 3 (SED) answered negatively, however Participant 5 (ATL) disagreed, criticizing Nike to the fullest:

> There are Nike football shoes, I’ve seen price, a football shoe priced at almost 400 euros (…) I think that… Nike invents products to… Like you said, “show-off”, carbon football shoes, carbon gear is good, the shoe never breaks, but I… For example, I already wore that and I find it too... Hard. It tightens the foot […] doesn’t provide mobility […] Adidas is more adaptable for sports […] With Nike, we wear a very tall cleats […] we turn and it’s easy to rupture ligaments, I think Adidas is more adaptable (…) (see Appendix G, p. 11)

Afterwards, participants were asked if they believe that the price factor is imperative in the process of buying a product. Participant 5 (ATL) started raging about how he believes products are overpriced, considering the production costs and the final price of an item.

> One thing for me […] It's prices, the material, the raw material used to create whatever product, they don't spend — I might be wrong — but they don't spend, to make sneakers, they don't spend more than the raw material, they don't spend more than 10 euros, for sure, and so they inflate prices, they create… "Oh those shoes are the best, who wears them… That athlete and another one", and that's it. It costs 10 euros to produce, but they sell it for 120 euros (…) And then, they make a discount, it's 50% off the original price, it's in that moment that you see, that I think they really spend a little amount of money for production and earn a [huge] profit margin (see Appendix G, p. 13)

Subsequently, participants spontaneously started talking about brand exposure and about product diversity publicized in certain stores. Participants pointed out Adidas and Nike's product diversity in stores' showcase and brands like Puma, that aren't as exposed, "people think right away, 'This only has this, it must not be a big deal' and don't even pay as much attention to it as they could've" (see Appendix G, p. 16) even if that brand is actually a very good one. Participant 3 (SED) reminded that Puma is a brand that sells a lot, particularly in Canada, but is very underrated in Portugal, Participant 5 (SED) agreed.

Participants were encouraged to remember and mention other brands, besides the two brands that had been mentioned previously (Reebok and Nike). Curiously, Participant 7 (ATL) mentioned Nike Air sneakers, as if it Nike Air is a different brand than Nike, and Participant 9 (ATL) mentioned Adidas. Participant 8 (ATL) mentioned New Balance and described it as stylish.

All participants agreed and talked about how the visual impact is helpful in the buying decision-making process, especially in stores. They also remarked how stores calculate the investment they are going to make, averaging out the public that they will have, exposing one product more than another and making people believe that "if this sells more, it is better" (see Appendix G, p. 16). Participant 2 (ATL) even stated:

> What I am saying is that there are certain people who say 'Nike is good because it is expensive'. While there are sneakers that are *brandless* and might be as good as those. But the individual… It's as if you go to buy a Renault or a

> Porshe, it's exactly alike, it's a car, with four wheels, it gets you places, but either you wander inside a Renault or in a Porshe (…) it's exactly the same thing in everything, whether it is footwear, clothing, everything. There is that thing of… Bringing home Nike shoes, it's cooler (…) (see Appendix G, p. 18)

Later on, Participant 3 (SED) mentioned how the non-athletic public becomes more influential when it comes to buying a product, because they lack the experience to know which one is more favorable.

In Group B, Participant 8 (ATL), Participant 9 (ATL) and Participant 11 (SED) agreed that brands use athletes or celebrities to obtain the public's attention and to influence it in buying a certain product. When asked if they believe this strategy is effective, they answered positively, stating that "I think that someone recognizable with that brand influences the most influential people" (see Appendix G). Consequently, the moderator asked them if they consider themselves a target. Participant 11 (SED) answered negatively, however Participant 8 (ATL) noted that everybody is, even a little, although one might not act upon their impulses to buy something, so then Participant 11 (SED) reconsidered and admitted:

> Momentarily, I feel… I feel that thing… But it doesn't mean that I will put it to action. Of course a celebrity always gives that… Emphasis… To what they wear. Now, it doesn't mean that I will actually acquire those things, just because he has those things. (see Appendix G, pp. 42-43)

The moderator inquired participants if they thought there would be more acceptance towards those brands if there were more television commercials. Participant 11 (SED) answered positively.

Participant 3 (SED) noted that with Summer approaching, a lot of sports publicity (about running and bicycling) would be emerging.

Sports advertising stereotypes.

Participant 4 (SED), Participant 3 (SED) in Group A believe that generally, advertising is more directed to young people and adolescents because, according to Participant 3 (SED):

> Young people are more influenced, it's a more influential age group. An adult isn't as influenced as an adolescent. If images are constantly shown to a younger person, many times, he/she will think about and remember it more

> often (…) They speak more about it, an adult isn't as influence, he/she has more… Knowledge. (see Appendix G, p. 7)

Consequently, participants were asked if they feel their children are also influenced by media.

In Group A, Participant 1 (SED), Participant 3 (SED) and Participant 2 (ATL) confirmed. Participant 2 (ATL) said that children prefer having brand sneakers to *brandless* ones and that adults will prefer quality over quantity and therefore associate quality with a certain brand. Participant 3 (SED) expressed how she thinks that, unlike an adult, youth judge more a product by its symbol and trademark:

> An adult pays more attention to quality, buying doesn't matter, I prefer spending more money buying a product that has quality, knowing that it was worth it, than buying something cheaper, knowing that it will last two weeks and then I will have to buy another and spend double the money (…) However, this is concerning footwear, when it comes to clothing, when children and still growing, I think that it isn't worth it to spend a lot of money in brand clothes, because now it might fit, but in a few months or a year it will no longer fit. (see Appendix G, p. 8)

Participant 3 (SED) explained that children always try to pressure, but parents must decide whether they give in or not, Participant 4 (SED) said that his children haven't started yet[33] and Participant 1 (SED) said that her daughter doesn't anymore. All participants mentioned Nike and Participant 3 (SED) stated that Nike and Adidas are always the main brands. Additionally, Participant 5 (ATL) said that he thinks children and young adults are specially influenced by the sponsored figures and mentioned Cristiano Ronaldo and Nike. Participant 3 (SED) noted that it depends on the child's personality, "I see that he feels more comfortable with a Nike football shoe than an Adidas one. Because Adidas has a narrower fitting and is tighter on the foot" (see Appendix G, p. 9).

Participant 4 (SED) described that the process of choosing to buy a specific brand can be complex, because he can really like Nike, but find that their shoe fitting is uncomfortable, Participant 1 (SED) agreed and Participant 3 (ATL) explained that she only opts to buy a more expensive product, when quality is compromised and the product is related to a specific sports modality that one of her

[33] Because they are too young

children practices. Essentially, all participants agreed that price and comfort are the two deciding factors in the decision-making process for buying a product, but comfort is probably more important.

Personally, Participant 1 (SED) affirmed that she prefers Nike. Participant 2 (ATL) said that she really likes Sketchers, especially for impact sports, due to its smooth sole, but to wear on a daily basis and when she goes for a sportier look, she prefers Nike. Participant 3 (SED) affirmed that for comfort, she likes Sketchers and Adidas and on a daily basis she prefers Sketchers, although she recognized that she thinks Adidas is more visually attractive than Sketchers and more adaptable for casualwear than Nike. Participant 4 (SED) mentioned Quechua for hiking, both in the mountains or in asphalt. He also stated that he was mainly talking from listening to other people's opinion, and because he bought a pair, had a positive experience and that they are financially accessible, Participant 3 (SED) agreed. Participant 5 (ATL) said that he prefers Adidas, because it's a brand that represents a sporty, classic look and Asics, a brand that to him, is mainly for hiking and running. Additionally, he stated that he thinks Adidas' ego isn't as big as Nike's, so it focuses more on comfort, unlike Nike, who is more "show-off" and caring of people's perception of the brand. Participant 3 (SED) and Participant 1 (SED) approved.

Spontaneously, Participant 5 (ATL) mentioned the brand Macron and then Participant 3 (SED), Participant 1 (SED) and Participant 4 (SED) observed that a brand's value adds to the actual price of an item, that prices are inflated to give extra income to stores — "after a while, the collections get older, time goes by and those football shoes are priced at 100 euros, take two pairs" (see Appendix G, p. 17) — and to pay millionaire contracts to athletes such as Cristiano Ronaldo.

Subsequently, Participant 5 (ATL) started discussing the fact that Portugal's team official t-shirt for the 2016 European Football Championship's is completely overpriced, that it's a shame that he cannot afford one, because he would like to have it to represent his country, that he must not be the only one who feels this way and that the target public for that kind of product is obviously the upper middle class. "And there are so many people from the lower middle class, that have some possibilities, but cannot spend so much, so they don't! But they are dying to buy it!" (p.19). Participant 2 (ATL) noted that brands should adapt to the country that they are settled in and Participant 1 (SED) noted that in the United States, the same product can be priced at ¾ the price it's selling for in Portugal. As a result, all participants started to complain about prices and how expensive they find products.

> "It's a store that we only walk in (…) but it's not worth it, we start getting carried away, but we are conscious that we can't afford it, that we don't have the possibility, it's better to not even enter the store so we don't become disappointed!" (see Appendix G, p. 20)

Participant 4 sarcastically commented that stores set high prices because they think most people are very well paid. Participant 5 (ATL) went on:

> And when people want a certain product, the price here is completely expensive, so they look for it on the Internet, people research the price many times the price, the price on the Internet. And we have to go overseas, why are we investing overseas, to get something that we have to ship here. And I've already been told very unpleasant things [for not buying nationally] (see Appendix G, p. 20)

When asked specifically about what their thoughts on Reebok are, Participant 5 (ATL) said that he associates Reebok to a brand that produces very, very comfortable sneakers and he shared that he had experience with Reebok footwear because he used to go to a private school in Venezuela where students were compelled to wear Reebok shoes (because of a specific shoe model that fit the school's uniform conditions).

In Group B, when participants were asked if they had a feeling that certain brands were more publicized than others, Participant 6 (SED) spontaneously expressed how she believed that the popularity of a brand fluctuates according to the age group. With this, participants were questioned about what brands were mentioned more frequently by their children. Participant 6 (SED) talked about Vans. Participant 12 (SED) had a hard time contributing to the discussion, so the moderator asked her directly if she thinks that her friends talk a lot about specific brands and whether she feels pressure to buy certain products because her friends have them. She replied positively, mentioned Nike, Adidas and New Balance, and explained that if she really wants something she will try to pressure her mom to buy it.

Participants were questioned about their brand preference. Participant 11 (SED) noted that she usually looks for whatever is cheaper, in stores such as Sport Zone or Decathlon, even if the quality isn't the best, so she isn't used to expensive brands and isn't sure what the advantages are, but that people who engage in sports vigorously need to be more careful when buying products, therefore might need to invest more money on brand sportswear. Participant 6 (SED) mentioned Nike, Participant 8 (ATL) pointed out Lululemon and Participant 10 (ATL) agreed. Participant 9 (ATL) identified Reebok, Nike and Under Armour and Participant 7 (ATL) said that she liked Reebok.

Participant 8 (ATL) noted how expensive Lululemon leggings are, commenting that each pair costs 100 euros and can only be bought online, while Participant 10 (ATL) mentioned that they are very

comfortable and that she bought them in Bangkok, so she is not sure if they are genuine. This later led some participants to agree that sports products are very overpriced.

The moderator asked participants who didn't mention Reebok, if they had ever heard of the brand, to which they answered positively, and inquired participants who mentioned Reebok, what was their main reason for choosing it. Participant 9 (ATL) answered that perhaps it's a little because it's associated to CrossFit. Accordingly, participants were challenged to express what they associate with Reebok and Nike. Participant 9 (ATL) mentioned that Reebok has a great price-quality relationship, although it's a brand that is becoming a little more expensive" (p.34) and product variety. Participant 10 (ATL) said that she has Nike running shoes that she doesn't wear anymore, but they were comfortable, Participant 7 (ATL) said that she didn't have Nike gear and Participant 8 (ATL) explained that she has a lot of Nike equipment and that the quality is a lot superior than Reebok or Adidas', especially their leggings. Participant 10 (ATL) explained that "Adidas is more fashionable" (see Appendix G, p. 47). With this, the moderator questioned if they would still buy those products if they knew that some products were less durable than others. Participant 8 (ATL) expressed that she believes Nike associated both things, design and quality, and that in that aspect, no one can compete with Nike. Nevertheless, she admitted still buying Adidas' leggings because of their attractive appearance. Afterwards, participants were questioned about their thoughts on *brandless* products. Participant 6 (SED) expressed that she thought brand products couldn't be replaced by *brandless* and if she were to pick, she would obviously pick a brand product, for vanity motives.

Participants were questioned about their perception on sports brand's target customers. Participant 6 (SED) explained that because of brand's product variety, "patterns, sneakers with flowers and everything" (see Appendix G, p. 41), even people who do not engage in physical activity acquire those products. Participant 7 (ATL) and Participant 11 (SED) agreed and noted that nowadays those products evolved into trendy items, indirectly related to sports.

Later, the moderator mentioned LIDL advertising flyers and Participant 11 (SED) started talking about their discounts and exceptional product quality. With this, the moderator asked if they believe that, without the logo, all products are similar. Participant 8 (ATL) answered that design-wise, they are not and the other participants remained quiet. So the moderator asked if they think that there is an inclination towards what is cheaper or not. Participant 6 (SED) denied, stating that it all depends "in the money you have in your wallet" (see Appendix G, p. 45). Participant 11 (SED) then commented that she bought all of her bicycling gear in LIDL and that if it was in another store, she wouldn't have bought everything all at once. Participant 10 (ATL) agreed, and noted how cheap LIDL's sports bras are priced.

Sports advertising type.

Participants in Group A seem to think that people will only watch advertising which is related to one's sports modality experience or product interest. Participants believe that, besides the showcasing of a certain product, sports brands will invest on advertising in order to draw customers' attention and beat the competition and Participant 5 (ATL) used Nike and Adidas' rivalry, which is projected to or projected by Cristiano Ronaldo and Leonel Messi's rivalry, as an example of that phenomenon. No participants in Group A firmly believed that people can watch videos in order to seek inspiration.

Participants in Group B also agreed that brands attempt to use athletes in order to promote themselves. Participant 9 (ATL) pointed out Reebok athletes, Participant 8 (ATL) mentioned "Nike athletes associated with marathons, Reebok associated to the Games" (see Appendix G, p. 42) and that Reebok does a series of marketing promotions using CrossFit athletes, like Rich Froning, Katrin Davidsdottir and other athletes.

How do you feel when you engage in physical activity?

Participants were asked how they feel when they engage in physical activity.

In Group A, Participant 1 (SED) explained that she feels out of breath, which doesn't mean she was properly tired, but has difficulty breathing. Participants answered that exercise makes them feel good, relieved, lighter and it helps to get away from the daily life stresses.

In Group B, Participant 11 (SED) responded that she feels her conscience relieved and as if she has done something for herself. Participant 13 (SED) stated she feels good, lighter and feels that exercising is really enjoyable. Participant 10 (ATL) explained that initially, when she started to engage in sports physical activity, she did not enjoy it because her face rapidly turned red[34], she began to sweat in five minutes and everyone would look at her, but besides that, now she feels stronger, more comfortable with everything and more motivated to move and get things done. Participant 9 (ATL) said that she agreed, feels better, lighter, motivated for the rest of the day and that it helps her discharge her daily stresses. Participant 6 (SED) recollected her latest experience from the last Focus Group Research session workout:

> I felt bad all week [all participants laughed] No, I'm serious, it was embarrassing, on Monday, I could go up the stairs, but coming down, I had to

[34] Probably a symptom of rosacea

> come down with my legs sort of open [all participant laughed] Oh no, no […] It made me unwell. I wasn't well at all, I couldn't feel my arms and everything… Because I have neck issues and no, it made me unwell, no, because of other problems… But well, it's ok. (see Appendix H, pp. 20-21)

Participant 8 (ATL) explained that, to her, it depends on the days, because there are days that she feels good, but there are other days when she doesn't feel as good and begins to feel frustrated because she isn't able to reach her goals yet. Consequently, Participant 10 (ATL) intervened and both participants shortly talked about how great it feels when they are able to accomplish their goals or improve their times.

Nonetheless, by the end of the session, Participant 6 (SED) spontaneously recounted that it has been a while since the last time she has engaged in sports physical activity, that she really enjoyed it and used to go three to four times a week, but she suddenly stopped going, due to knee pain and other reasons, but she stressed that she really liked exercising, especially Body Combat classes, and if it was possible, it's what she would be doing.

Do you prefer training by yourselves or in company?

The moderator asked participants whether they prefer to train alone or with someone else. In Group A, Participant 1 (SED) and Participant 3 (SED) said that she prefers to train in company, because alone it isn't as motivating. Participant 5 (ATL) said that it depends on the sport modality. Participants were questioned about how they feel when they work out in company and how they work out by themselves. Participant 3 (SED) explained that when she is alone she isn't as motivated and isn't sure if she is performing the exercises correctly, therefore when she is with someone else she feels more motivated, because people motivate each other and get by, Participant 1 (SED) agreed.

In Group B, Participant 13 (SED), Participant 8 (ATL) and Participant 9 (ATL) agreed that they prefer to work out in company. Participant (SED) explained that for her, it depends in the context and that she enjoys both, but that she really likes bicycling by herself so she has time to think and be with her own thoughts.

In Group A, Participant 3 (SED) explained:

> For example, for me, for example, I swim twice a week, I know that I have a teacher at that time waiting for me, if it were a matter of, for example, going on an unscheduled time and I thought, 'Today I can't go', I wouldn't go, because I knew that no one was waiting on me. (…) I'm not depending in someone, I'm

> not depending of me, and maybe, maybe I wouldn't have as much motivation. If I know that there is a person there, waiting for me, to help me, or to teach me [in the class], there is motivation, regardless of there being other people there or not. (see Appendix H, p. 2)

The moderator asked participants if they feel any concern when they are training in public, or when they are by themselves. All in all, Participant 3 (SED) said that it doesn't make a difference if there is a group training next to her and she is by herself, as long as she feels like she knows what she is doing. Participant 5 (ATL) and Participant 1 (SED) approved.

When the moderator asked the same questions in Group B, Participant 10 (ATL) playfully said that she feels sad if she is training by herself (and all participants laughed) and that if there is a group working out next to her, but she is alone, she might feel distracted in wondering what they are doing. Participant 9 (ATL) said that she does not feel uncomfortable, Participant 11 (SED) suggested that perhaps an individual gets the feeling that he/she is being observed and people might think "`What is he/she doing there by himself/herself?', right? (…) But I don't feel that, because… There it is, there are moments when I enjoy being alone" (see Appendix H, p. 22). Participant 8 (ATL) stated that she does not feel that way. Participants mostly answered that working out in company generally makes them feel incentivized and challenged, which makes them feel more motivated.

Public behavior and concerns.

Later on, Participant 11 (SED) and Participant 6 (SED) got into a short debate. Participant 11 (SED) talked about local events were becoming more popular and how great of an initiative she thinks it is, because it's bringing sports physical activity to smaller, more isolated towns. Participant 6 (SED) explained that she was not interested in that type of event, because if she wants to exercise or engage in different activities, she doesn't want to see people that she usually sees on a daily basis, especially considering that she lives in a small area where everybody knows everybody and being with those same people is the last thing she wants. Participant 11 (SED) disagreed, because for her being with her friends and the people that she knows makes her more at ease and free to work out. Participant 6 (SED) said that she did not agree. The moderator had to intervene and discreetly shift the topic to another, because tension started to build up and the remaining participants appeared feel uncomfortable.

Population's motivations.

Participants were challenged to think if they feel like they need something, or that something is missing, when they engage in physical activity.

In Group A, Participant 3 (SED) mentioned music right away, clarifying that under water there is no music and rhythm always moves someone psychologically, motivating the person to move faster and be active. Participant 5 (ATL) agreed. The moderator asked if they missed anything visual. Participant 3 (SED) said she didn't think so. Participant 5 (ATL) began explaining that the visual impact helps:

> How can I explain… Visually, if I see others reaching the same goals that I have, I feel… I feel retarded, so it's another motivation […] to work and get to that level or a superior level than those people, so I think that the visual also counts (…) this happens more with women. Imagine […] good looking, fit, muscle definition, physically, and I'm a little bit chubby and so… I don't want to be left behind. I make an extra effort and I think that it's a physical motivation to engage in physical activity. (see Appendix H, p. 4)

Then, the participants were inquired whether they agreed with Participant 5's (ATL) previous statement. Participant (SED) agreed that if they see someone with a figure that they would like to have, it affects them. Hence, the moderator asked if participants considered themselves competitive and all participants answered positively. Afterwards, participants were encouraged to think if they sometimes feel as if they need a motivator, some sort of motivation catalyst. Participant 3 (SED) explained that her motivation is being able to surpass her swimming lessons' male colleague, although he is a lot taller than her. Participant 1 (SED) said that having more spare time to exercise would increase her motivation. Participant 5 (ATL) mentioned the sun and Participant 1 (SED) agreed, as she had already stated that sunlight (and space) were motivating to her.

The moderator asked specifically: "If you see that gym bag sitting in the corner of the room, doesn't it motivate you to [workout]?" (see Appendix H, p. 6) and all participants answered negatively. So afterwards, they were asked about how they react when they walk in a store and see sports gear. Participant 5 (ATL) and Participant 3 (SED) expressed indifference and Participant 1 (SED) said that she might buy it, but she most likely will not end up wearing it. Consequently, Participant 3 (SED) clarified that she believes that motivation is within someone, that an individual might not even have sports gear and feel motivated to work out and that she had already seen people running with sneakers without shoe laces and they look motivated. Participant 5 (ATL) explained that, for him, it depends on what the gear or equipment is.

> If I wear pants or a top, if I wear sneakers, I think… To me, it doesn't make a difference. However, if I have nothing at home and my parents tell me, or even if I have the financial ability, […] it has X benefits, it works out that specific

> muscle group. It is… It's material… It's an extra motivation, right? (…) but it's a motivation, it's a motivation, for example, imagine, imagine… A lot of adolescents, a lot of boys want to tone their body and have that spectacular bicep, they don't have any material at home […] But maybe, if they have access, a machine… "Hey, let me [try] the machine, I already feel more… Confident to be there (…) For example, I didn't use to run, I ran nothing, and after I bought a heart rate monitor […] I run twice a week. (see Appendix H, pp. 6-7)

Participant 1 (SED) agreed and explained that she used to have a treadmill at her previous home and she used to run at least 20 minutes every day.

Finally, participants were inquired if they would feel any motivation if, hypothetically, someone offered them brand new sports shoes. All participants denied. Still, Participant 3 (SED) stated that it depends on the individual. She explained that if someone who never engages in physical activity receives new sneakers, they might think "I have to use them, try them, even if it's only to test them" (see Appendix H, p. 7), but that to her it did not make a different because she tries to motivate her own self and doesn't expect to count on others.

In Group B, participants were questioned if they considered themselves competitive. Participant 10 (ATL) indicated that after starting to engage in sports physical activity, she has become more competitive. Participant 13 (SED) said that it depends. Participant 8 (ATL) denied being competitive. Participant 9 (ATL) explained:

> Healthy competitiveness, competitiveness, but in a healthy way, not… In a sense of wanting to be more or better than someone else, but healthy competition, one thing… Everyone supports everyone, that "Oh, I also want to do it", that "She is there, I also want to be able to be there", but not in that sense of wanting to be more or better. (see Appendix H, p. 23)

Subsequently, the moderator asked participants if they agreed. Participant 6 (SED) noted that it depends on an individual's sports level and that if someone is competing for a purpose, it's obvious that the individual is aspiring to be better. Participant 11 (SED) agreed, mentioning that there is an aspect of competition that can be used as a stimulus, but there is also sick competition that creates conflicts between people. With this, Participant 10 (SED) went over the fact that in her childhood, competitiveness in girls was considered unacceptable. This led to the development of a short

debate about cultural perceptions on female independence. Participant 6 (SED) started venting about how, to her, men don't accept women who are independent, competitive, proactive, loud and willing to work for their own success, all participants disagreed, stating that they feel that vision is outdated and that mentalities are progressing. However, when the moderator asked participants their opinion, questioning if, stereotypically speaking, they believe that a woman that is quieter isn't as competitive, everyone denied, including Participant 6 (SED). She seemed to have contradicted herself, considering that moments before she had associated competitiveness with independent, proactive women and conveyed a strong opinion on that subject.

Afterwards, participants were also challenged to think if they feel as if they need something to motivate themselves when they engage in, or think about engaging in physical activity. Participant 11 (SED) explained that sometimes she misses motivating herself and needs to wake up and tell herself "No, c'mon, you have to do it" (see Appendix H, p. 26), because usually her main obstacle is herself. Participant 13 (SED) affirmed that if she had someone else with her, she would feel motivated. Participant 6 (SED) denied. Participant 8 (ATL) shared her experience as a Personal Trainer's client:

> I already had the experience of having a Personal Trainer, and… It helps, because… On that day, I don't feel like going, I am very tired, my head is aching, I look at the sofa 30 times and I think… "Oh, I want to go there so bad", but I have that hour scheduled and I am paying for it, so I go. Having someone, for example, when I used to run […] when I planned to go with someone, it was scheduled, I couldn't just say "Oh, I'm not going anymore, because I'd rather go over there and have a nap" (…) It's a commitment with someone else, so I think that helps, it helps to… Motivate. (see Appendix H, p. 27)

Participant 10 (ATL) and Participant 9 (ATL) then mentioned how men that work out in a CrossFit box take off their shirts during a workout, and how motivating it might be for some people. Participant 6 (SED) pointed out the importance of instructors, especially if they are good looking and Participant 11 (SED) agreed, stating that it might not be a main motivator, but it might help a little and Participant 8 (ATL) approved.

Participant 10 (ATL) explained that as soon as she started CrossFit, she became addicted and she usually is always motivated to go. She also expressed how she thinks the great thing about CrossFit is that it focuses on a lot more than aesthetics, but what people are actually capable of achieving, which is helping to change society's values and mentality.

With this, the moderator asked participants if they believe that media-related contents, such as music or audiovisual content makes any type of difference or they if they feel that they need it. Participant 6 (SED) said that she thinks music is very important during a workout session. Participant 13 (SED), Participant 11 (SED) and Participant 9 (ATL) agreed. However, Participant 8 (ATL) stated that perhaps she is different from everyone else, because to her it doesn't make much of a difference and she can go by without music during her running workouts, although in CrossFit, perhaps it might be best to exercise with music. Participant 11 (SED) indicated that it depends on the type of exercise that someone is doing, because although she likes music and thinks it's motivating, she also enjoys bicycling without headphones and just enjoying the sounds of nature on the road, by the sea and the forest. Participant 10 (ATL) explained that if a louder, more aggressive, metal song comes on, she suddenly feels that motivation to give it all in a workout.

The moderator asked participants if perhaps reading motivational quotes motivate them, to which Participant 11 (SED), Participant 13 (SED) and Participant 8 (ATL) agreed, saying that might also help someone to dig deeper and interiorize the quote's message.

Observation Grid results.

Data acquired from participants who were not present in both of the sessions was not taken into consideration for the Observation Grid analysis.[35] Tables 38, 39, 40 and 41 are transcripts of the original Observation Grids employed in the Focus Group Research sessions.

Group A.

Looks Motivated

All participants (Participants 1, 3 and 5) appeared to be more motivated on the second session than the first session.

Pays Attention to Instructor

All participants paid attention to the instructor.

Talks, Gives Feedback or Complains

Participant 1 talked, gave feedback or complained in both sessions, on the first one saying that she wants music and on the final one, asking if the workout was going to be the same as the athletes

[35] This includes Participants 2, 4, 7, 12 and 13.

were doing in the screened video. Participant 3 and 5 made minor complaints on the first session, but on the second session, did not.

Takes Breaks Throughout the Workout

Only Participant 1 took a break throughout both workouts. On the first session, she stopped several times because she was looking around for approval, looking tired and uncomfortable, and on the second session, she only took a break halfway the time limit.

Peeks at Peers

On the first session, all participants peeked at their peers and on the second session, participants seemed to be more focused on their own performance and the only participant who looked at her peers was Participant 1, about one minute before the time limit.

Shows Signs of Fatigue

All participants showed signs of fatigue in both sessions. However, Participant 5 did not seem as fatigued as the other participants on the first session. On the second session, Participant 1 showed signs of fatigue, especially due to her speedy start, Participant 3 seemed more fatigued than on last session, but she also seemed pensive and kept a good pace throughout. Participant 5 showed signs of fatigue three minutes before the time limit.

Supports Others

No participant supported others during the workout.

Engages in Self-Pep-Talks

The only participant who engaged in self-pep-talk was Participant 1, on the second session, when halfway through the workout, she began to count the repetitions to herself.

Shakes Head

Besides Participant 3 on the first session, and Participant 1 on the second session, no other participants shook their heads.

	Looks Motivated	Pays Attention To Instructor	Talks, Gives Feedback Or Complains	Takes Breaks Throughout The Workout	Peeks At Peers	Shows Signs Of Fatigue	Supports Others	Engages In Self-Pep-Talks	Shakes Head
1	Yes; kind of motivated	Yes	Saying stuff about _____; wants music	Looking for approval; looks tired and uncomfortable	Yes; a lot	Yes	No	No	No
2	Yes; very motivated; competitive	Yes	No	No	Yes	Yes	No	Yes	Yes; tired
3	Yes; shy; quiet; concentrated	Yes	Minor complaints (e.g. "really?")	No	Yes	Yes	No	No	Yes; tired
4	Yes; shy; a little motivated	Yes	No	Looking for approval; looks uncomfortable	Yes; a lot	Yes	No	No	Yes; disappointed
5	Laughing; side talk	Yes	Tired; heavy breathing	No	Yes	Yes; but not as much as others	No	No	No

Table 38 - Observation Grid of Group A, Session 1

	Looks Motivated	Pays Attention To Instructor	Talks, Gives Feedback Or Complains	Takes Breaks Throughout The Workout	Peeks At Peers	Shows Signs Of Fatigue	Supports Others	Engages In Self-Pep-Talks	Shakes Head
1	Yes; very motivated	Yes	Minor complaint (e.g. "Will we have to do the same as them [from the video]?")	Yes; at 6'30"	Yes; at 8'48"	Yes; speedy start	No	Yes; counts repetitions to self, starting at 6'30"	Yes; a little due to ____
2									
3	Yes; very motivated	Yes	No	No	No	Yes; looks pensive, but with a good pace	No	No	No
4									
5	Yes; smiling	Yes	No	No	No	Yes; since 7'30"	No	No	No

Table 39 - Observation Grid of Group A, Session 2

Group B.

Looks Motivated

Most participants seemed motivated, as much on the first session as on the second one. The only participant where this reaction differed was Participant 6, who did not seem motivated at all.

Pays Attention to Instructor

Besides Participant 6, who did not pay attention to the instructor on the second session (but did on the first), all participants paid attention to the instructor.

Talks, Gives Feedback or Complains

Participant 6 was the only participant that complained on both sessions. On the first session, she expressed confusion and lack of motivation, and on the second session, she complained more directly and refused to work out. Participant 9 complained a little on the first session about the exercise (sit-ups), saying that she had muscle soreness from her previous workouts.

Takes Breaks Throughout the Workout

On the first session, Participant 8 and 11 did not take breaks, Participant 9 took a short break and Participant 10 rested one minute before the time limit. Participant 6 stopped many times, sitting down for a while on the 6th minute and after observing the other participants, decided to start again. On the second session, Participant 10 and 11 did not stop at all. Participant 9 took a short break and Participant 8 rested a little three minutes before the time limit. Participant 6 sat down several times, spending more time in rest than actually exercising.

Peeks at Peers

Besides Participant 6 and Participant 9, no other participant looked at their peers on the first session. Participant 6 looked at others, looking confused and uneasy and told the moderator to pretend that she did the workout and Participant 9 looked at the moderator. On the second session, Participant 10, 11 and 8 did not look at others. Participant 9 shortly looked at others and Participant 6 observed her peers a lot.

Shows Signs of Fatigue

On the first session, most participants showed signs of fatigue. Participant 11 was the only one who did not seem tired. On the second session, Participants 6 and 11 did not appear fatigued and the remaining participants appeared to be a little fatigued.

Supports Others

On the first session, Participant 10 was the only participant who showed support, attempting to motivate Participant 6 to get up from the sit and keep pushing. Participant 10 also greeted all participants in the end of the workout. No other participant showed any kind of support towards others during the workout. On the second session, Participant 6 actually did the opposite of supporting, as she told participants that she was watching them very closely, probably making them feel a little uncomfortable.

Engages in Self-Pep-Talks

On the first session, only Participant 11 appeared to be engaging in self-pep-talks. On the second session, Participant 8 seemed to be, silently, self-motivating.

Shakes Head

On the first session, many participants shook their head, the only ones who didn't were Participant 10 and Participant 11. On the second session, only Participant 6 shoot her head in disapproval, because she did not want to do the workout.

	Looks Motivated	Pays Attention To Instructor	Talks, Gives Feedback Or Complains	Takes Breaks Throughout The Workout	Peeks At Peers	Shows Signs Of Fatigue	Supports Others	Engages In Self-Pep-Talks	Shakes Head
6	Yes	Yes	Yes; confused	Yes; stopped a lot; sat at 6' and restarted after looking at the others for a while	Yes; confused and uneasy	Yes; very tired	No	No	Yes; looks lost
7	Yes; kind of	Yes	No	No	No	Yes; but well paced	No	No	Yes; looks tired
8	Yes; kind of	Yes; laughing	No	No	No	Yes	No	No	Yes; seems tired
9	Yes	Yes	Yes; once	Yes; but not a lot	Yes; looks at moderator	Yes; by the end	No	No	Yes
10	Yes; focused	Yes	No	Yes; rested at 9'	No	Yes	Yes; supported Participant 6; greeted all in the end	No	No
11	Yes; very focused	Yes	No	No	No	No	No	Yes; looks like she is self-motivating	No
12	Yes; focused	Yes	No	Yes; to drink water	Yes	Yes; at 9'	No	No	Yes; not much
13									

Table 40 - Observation Grid of Group B, Session 1

	Looks Motivated	Pays Attention To Instructor	Talks, Gives Feedback Or Complains	Takes Breaks Throughout The Workout	Peeks At Peers	Shows Signs Of Fatigue	Supports Others	Engages In Self-Pep-Talks	Shakes Head
6	No	No	Yes; complained; did not want to do the workout and told the moderator "Let's make believe I did it"	Yes; sat down several times (1'34", 4'30", 6'30", 8'10" and 9'30")	Yes; a lot	No	No; actually tried to distract all participants	No	Yes
7									
8	Yes	Yes	No	Yes; a little at 7'	No	Yes; a little	No	Yes; silently	No
9	Yes	Yes	No	Yes	Yes	Yes; a little	No	No	No
10	Yes; very motivated	Yes; a lot	No	No	No	Yes; but not much	No	No	No
11	Yes; motivated	Yes; a lot	No	No	No	No	No	No	No
12									
13	Yes	Yes	No	Yes	Yes	No	No	No	No

Table 41 - Observation Grid of Group A, Session 2

Video feedback analysis.

Session 1.

The first sessions (day 1) began at the scheduled time and started with the moderator introducing the purpose of the sessions and thanking participants for their presence. Moreover, participants were asked if they consented with video and audio taping recording for personal use and purposes.

Three out of the seven topics planned in the Focus Group Research script were covered, which included Motivation and Interests (topic 1), Advertisement Exposure (topic 2) and Feedback (topic 3).

Discussion After the Workout Session

The following data is related to the third topic of the Focus Group Research script (Table 42).

QUESTIONS	**PARTICIPANTS' FEEDBACK**	
	Group A	**Group B**
How did you feel?	"Tired, a little tired" (Participant 1) "Don't know, normal", feeling ambitious, "could've done better" (Participant 5) Good (Participant 3)	"Yes", felt good (Participant 11, Participant 8)
Did you feel motivated?	"Yes, motivated" (Participant 1, Participant 2, Participant 3, Participant 5) Manifested how the company helped make it pleasant and motivate (Participant 1, Participant 4, Participant 2)	"Moving is great, especially with a trainer" (Participant 11)
At what moment did you feel most motivated (beginning, middle or end of the workout)?	"9:45 seconds, just kidding" (Participant 1) Beginning (more energy)	"When she tried to catch up to me" (see Appendix G, p. 49) (Participant 8 to Participant 7) "In the middle (already being warmed up and not tired yet from the end)" (Participant 11)
Did you feel observed?	"By the camera, a little" (Participant 1) "Observed" (Participant 4) "Trying to control facial expressions" (Participant 1) "I've lived with my face for a long time now" (Participant 3)	-
Did you feel comfortable with the group (integration)?	"Yes, we're all like family" (Participant 5) "Felt good with the group" (all participants)	"Yes" (Participant 11)

	"We almost took our shirts off" (Participant 1)	
Did you feel bothered or uneasy?	"No" (all participants)	Uneasy due to uncomfortable pants that were too low and created self-concern (Participant 11)
Did you have any difficulties?	"Yes" (all participants) "In getting up" (Participant 4) "Yes, in getting up", feeling frustrated/inferior due to physical problem (past surgery-related) (Participant 1)	Yes (Participant 6) "I looked at the time tracker and only 3 minutes had passed" (see Appendix G, p. 50) (Participant 7) "Difficulty with the sit-ups" (Participant 8) Difficulty with the sit-ups due to weekly training exhaustion (Participant 9)
Did you feel like you could've done better?	"Don't we have to repeat now?" (Participant 2) Mental ambition, but physical inability (Participant 4) Motivated and feeling capable of doing more than what was done (Participant 5)	"If it was a little longer, it would've been more complicated" (Participant 11) Didn't have moment of wanting to stop (Participant 11, Participant 6) "Let's do it again!" (see Appendix G, p. 53) (Participant 8, Participant 11) "Let's try [to do better]!" (see Appendix G, p. 53) (Participant 11) "Wouldn't do it again" (Participant 6) Satisfied with performance (Participant 11) Disappointed for being a bad shape (Participant 6) "It could always be better" (Participant 8)
Did you enjoy the workout?	"Yes" (all participants)	"Yes" (Participant 11, Participant 8, Participant 9) "It was cool!" (see Appendix G, p. 50) (Participant 9)

Table 42 - Post-Workout Discussion of Session 1

Session 2.

The second sessions (day 2) began at the scheduled time and started with the moderator thanking participants for their presence and requesting participants' consent in video and audio taping recording for personal use and purposes.

The remaining four out of the seven topics planned in the Focus Group Research script were covered, which included Self-Perception and the Perception of Others (topic 4), Feedback (topic 5), Marketing Strategies (topic 6) and Opinion (topic 7).

During the Video Screening

Participants in both groups seemed very concentrated when watching the video. Most participants looked at the screen, without moving, throughout the entire video screening.

In Group A, by the middle of the video, Participant 1, expressed worry when she saw the clip of an athlete dropping an Olympic bar on the floor and Participant 5 asked if there weren't dangerous scenes in the video. At the end of the video screening, Participant 1 asked if they were going to have to do the same thing in their work out session.

In Group B, Participant 8 seemed a little restless while watching the video, Participant 9 moved a little by the end of the video screening, then Participant 13 and Participant 11 also moved. At the end of the video screening, Participant 11 raised her eyebrows, expressing apprehension.

In conclusion, participants seemed to have taken the time to watch the video and seemed to have avoided any type of distractions.

Discussion After the Workout Session

The following data is related to the third topic of the Focus Group Research script (Table 43).

QUESTIONS	**PARTICIPANTS' FEEDBACK**	
	Group A	**Group B**
How did you feel?	"Motivated" (Participant 1) Knew what to expect (Participant 3)	Motivated (Participant 10) Knew what to expect (Participant 9) A little tired (Participant 11, Participant 9)
Did you feel motivated?	"Yes" (all participants)	Nodded (Participant 13) Needed music (Participant 11) Motivation to do better than the last session (Participant 10)

		Worse than last week (no energy), psychologically the same (Participant 11) Knew what to expect (Participant 9)
At what moment did you feel most motivated (beginning, middle or end of the workout)?	In the beginning (to do better than last session) (Participant 5) In the middle (Participant 1) Almost in the end (was cold in the beginning and in the end there's more adrenaline) (Participant 3) Participant 1 also said "in the beginning" after saying "in the middle"	Last minute (Participant 10) Beginning (Participant 13) End (Participant 8) Kind of in the middle (Participant 11) Same from beginning to end (Participant 9) No motivation (Participant 6)
Did you feel observed?	"No" (all participants)	"No" (all participants) Participant 6 exclaimed that she observed everyone
Did you feel comfortable with the group (integration)?	Yes, but missing the people who didn't come, although they feel like it didn't affect them (all participants)	"Yes" (all participants)
Did you feel bothered or uneasy?	"No, nothing" (all participants)	"Nothing" (Participant 9) Pants were too low, uncomfortable (Participant 8)
Did you have any difficulties?	Difficulty, some due to lack of optimal physical condition (Participant 1) Difficulty due to asthma (Participant 5 used his medication, but hadn't used it on the first session)	Nodded, "Good" (Participant 8) Difficulty facing that last week was better, lack of energy (Participant 11, Participant 9)
Did you feel like you could've done better?	-	-
Did you enjoy the workout?	"Yes" (Participant 1, Participant 3, Participant 5)	"Yes" (Participant 8, Participant 9, Participant 10, Participant 11, Participant 13) "No" (Participant 6)

Table 43 - Post-Workout Discussion of Session 2

Audiovisual Sports Video Screening Feedback

Group A

Participants were encouraged to think about what type of strategies must exist in video production, as the one screened in the session. Participant 3 (SED) answered:

> Strategy… Is showing… The person being ready, feeling ready, going for it with all their power and in the end being unable to accomplish everything on their own, without a mental and physical support. We can't do anything alone. (see Appendix H, p. 11)

Participant 1 (SED) agreed and added her own perspective as well:

> I agree, I agree, but at the same time I think that there is also advertising, I think there is that desire, we see and at the same time, we even feel that desire to go… Try it. Why not me? Of course, not everything that was in the video, nor executed with that perfection, but it transmitted the aspiration to try some things. (see Appendix H, p. 11)

Participant 5 (ATL) agree that there is advertising, but towards the sports modality, and that it's a motivational video that "attempts to transmit the idea that even when someone reaches their limits, they still might not be able to achieve their goals" (see Appendix H, p. 11). Participant 1 (SED) approved and added that there is advertising of the sports modality and the products. Participant 3 (SED) disagreed, stating that the advertising is being done by the researcher, since she could have chosen any other video. She also noted that the video isn't just related to CrossFit and added:

> But I think that it's… The essential part of the video is being physically ready to go and going and achieving something and reaching to a point when you cannot do it anymore, because you need that mental support. Through that help, that you feel from your colleagues, that support from your friends, from the family that is there supporting, the friends that are there motivating you, "C'mon, you can do it", it's another level of motivation, it's something else, it's… That support. Alone, we can you a lot of things and go very far, but we cannot do everything. (see Appendix H, p. 12)

Participant 1 (SED) agreed.

Participants were then asked if they feel attracted to that type of content, even conscious of the previously stated strategies. Participant 1 (SED) and Participant 3 (SED) answered negatively. Participant 5 (ATL) expressed that he feels attracted to the sports´ work capacity, but not to the sports modality.

Afterwards, the moderator asked participants how they felt after watching the video. Participant 1 (SED) took a deep breath, Participant 3 (SED) answered that she felt indifferent (although she seemed quite reflective) and Participant 5 (ATL) remained quiet. In order to break the ice, the moderator explained that they are free to say whatever they think or feel and that it didn´t need to make sense.

With this, Participant 3 (SED) mentioned companionship. Participant 1 (SED) explained that the sports modality doesn't attract her because it seems to reflect only struggle and pain, and that although athletes have their goals and that's why they do it, she doesn't understand it. Participant 5 (ATL) explained that this type of video just confirms his theory that sports physical activity at a very high intensity is not beneficial, that people fall, are unable to stand up again and that it mustn't be beneficial for wellness and health. Participant 1 (SED) agreed and began talking about how ambition can be so extreme that it induces athletes to start introducing other methods to improve performance.[36] Participant 5 (ATL) then started to explain his theory:

> It's good that people have, have motivation, "If he can do it, I can do it too" and that is a test and those tests have standards, in other words, they are the same for all, but it's like… Everybody is born with a certain limit and there are people that can reach that limit closer, but there are others that can't, do you understand? And there are people that begin to lack motivation, because "I can't do it, he can do it", it's not really like that, because that person must be conscious that "Ok, I've reached my limit, I am this way, I reached my limit, I can't do more than this, it's not beneficial for me". If the other person is more prepared, have a higher limit, ok, that person, ok, people must recognize their limits. (see Appendix H, pp. 13-14)

[36] Drugs

The moderator then asked if, in a way, watching the video helped them forget about their problems or distracted them. Participant 3 (SED) kept talking about the previous topic, stating that for her, what it portrayed in the video is out of their league, because they are professionals who do not have a day job and have time and money to entirely commit themselves to sports.

Subsequently, participants were inquired if they thought watching the video altered their performance in the workout, or the way they faced the workout. All participants were silent. Then, Participant 1 (SED) said: “No, I am not going to be able to do what they do, not even in my wildest dream” (see Appendix H) and Participant 3 (SED) and Participant 5 (ATL) answered negatively. Participants also denied that the video inspired or motivated them. Participant 3 (SED) explained that she thinks motivation is within ourselves and if an individual loves their job, they always try to do it as best as possible. The moderator intervened to inform participants that not every athlete in the video is a professional and most are actually amateurs. Participant 3 (SED) was surprised and Participant 1 (SED) said that it wasn’t a shock to her because she sees people that are around her that dedicate themselves to sports, yet are not professionals. She also added that although she doesn’t understand the reason why someone would willingly suffer and sacrifice their bodies for sports, she knows that those people will trade other things for sports in order to have the financial resources and the time to practice. Participant 3 (SED) remained doubtful that non-professionals fully dedicate themselves and stated that maybe those people are one in a million.

Finally, the moderator asked participants if they thought that they would’ve become more motivated if video content was different, or if they consider themselves indifferent to all videos in general. All participants were quiet and contemplative. Then, Participant 5 (ATL) explained that perhaps if the video was related to the exercises they executed in the workout, they would’ve been more motivated, but that “a video where… It goes beyond people’s abilities… A person becomes, a person becomes retained. `Hey, they do it, they are almost killing themselves…’” (see Appendix H, p. 18). Participant 1 (SED) agreed and Participant 3 (SED) remained quiet and reflective.

Group B

Similarly, Group A, Group B were encouraged to think about what type of strategies must exist in the production of videos as the one screened in the session. Participant 6 (SED) begun by commenting:

> I only thought one thing. The ones that were unable to do whatever they were doing, because the ones that were down certainly were the ones that weren’t able to achieve their goals, they were sad and alone and the ones that accomplished had someone there to say “Oh, it’s alright!”. I think that all the ones who lost, lost, I don’t know what it is, if it’s a competition or not, they were

> alone. Don't you think? They were laying down alone, and the ones that won, they had someone. There were hugs, it was… (see Appendix H, pp. 33-34).

Participant 9 (ATL) explained to Participant 6 (SED) that on the second part of the video, what happens is the exact opposite — they try to rise the ones that weren't victorious.

Participant 11 (SED) stated that in her "amateur opinion", the video portrays people who are taking their bodies to the extreme, because to her, exercise is pleasure.

> I felt like that really was… That I didn't want that for me. Looking at that I felt that I didn't want that for me. And… I really felt like… The level that they challenge themselves to reach is too high, and then, they might feel very frustrated as well […] I don't know. There it is, the higher the rise the greater the fall. But, well, it's their lives, it's what they feel, but it's what I… I felt out of place, completely. (see Appendix H, p. 34)

Participant 9 (ATL) disagreed, stating that for her, when she sees those athletes, she thinks to herself:

> They can do it, which doesn't mean that I want to be there [at that stage], but if they can do it, if they also go through those frustrations and overcome it, if they also fail, then I can fail as well, but I can [overcome it too]. (see Appendix H, p. 34)

Participant 10 (ATL) and Participant 8 (ATL) agreed with Participant 9 (ATL), who also stated that maybe the video is for people who identify with sports and competition. Participant 11 (SED) confirmed that her point is exactly that within her reality, the situations in the video are not relatable to her. She also clarified that even in her own reality, she works out sometimes with a friend and her friend is much more competitive than her, so when she tries to challenge her, she refuses, because she prefers to have fun and enjoys softer workouts where doesn't need to be focused.

Participant 8 (ATL) spoke up and affirmed:

> I agree with what she [Participant 9] thinks […] I like to watch competitions, not only because I like the sport, I like to watch, but […] they are athletes, they have their own value, very well-trained bodies, they also fail. And in a way… It

> comforts us… "Ok, I fail, we all fail, but… I can also do it. If I can't do it now, I will […] It's a matter of persistence… I think the video highlights one the most interesting accepts that I've noticed about CrossFit, which is the spirit of community […] the energy that exists within the community, the fact that people hug and… Support each other, and… I think the video highlights that, and rising above, they tend to say, how is it? CrossFit is… "the only sport where the last person receives the loudest cheers" (…) I think that's really great. (see Appendix H, p. 35)

Participant 13 (SED) declared that she supports both opinions.

The moderator then asked participants how they felt interiorly after watching the video. Participant 10 (ATL) explained that she identified with the video, because it is a reflection of what they go through every day during a workout.

> I identified with it… It's what we do every day… This video is motivating, just like during a WOD[37], "Ok, all energies, let's go", and then we fail, and then we stand up, and "Oh, I won't do it anymore", and then we do more! (see Appendix H, p. 36)

Participant 9 (ATL) explained that the video transmitted to her the energy of CrossFit and all sports in general, where there is motivation, support and the celebration in the end. Participant 11 (SED) sustained that she had already given her opinion, "very aggressive environments as opposed to what I'm looking for" (see Appendix H, p. 36) and Participant 6 (SED) agreed.

The moderator asked participants if they felt indifference. Participant 11 (SED) repeated her last statement and Participant 6 (ED) said that it's not something that interests her. Participant 13 (SED) noted that, in a way, she agrees with her Participant 11 (SED), and, additionally:

> I also think that they are people that… Well, take exercise in a more serious perspective and I think that… Watching people taking… As the saying goes

[37] WOD is CrossFit's Work out of the Day

> "Mente sã, corpo são"[38]. I also think that they are taking it to the extreme, I also participated, not currently, but I also participated in the Desporto Escolar[39] and… You could see it… The excessive motivation projected to students (…) [with the video] in a way, it's motivating, in other words, as mentioned previously, that is, they, they, they collapsed, but then they got up, that's a… Very positive attitude. (see Appendix H, p. 37)

Participant 13 (SED) then re-explained that what motivated her was the video´s message, which conveys that even when an individual falls down or is tired, he/she finds the strength to get up and keep going.

Afterwards, participants were inquired if they think the video helped them forget about their problems, or altered, in any way, their performance or the way they faced the workout. Participant 11 (SED) and Participant 6 (SED) denied and Participant 10 (ATL) nodded.

Participant 10 (ATL) noted that it is interesting that people who don't know CrossFit, don't understand it and that perhaps if the video was related to something of their interest (Participant 11, Participant 6, Participant 13), they would feel more motivated. Participant 11 (SED) also restated that: "Even because […] look at that, I wouldn't believe it, my pace is also not the best […] but I still invest on my own vision of sports" (see Appendix H, p. 38).

Participant 8 (ATL) agreed and added: "If it was a Zumba video and if they liked Zumba, perhaps they would feel more… Lively" (see Appendix H, p. 38). Participant 11 (SED) considered the possibility and Participant 9 (ATL) noted that maybe in that case (a Zumba video) she would be indifferent to it. Participant 6 (SED) explained that the video focuses too specifically on one thing and when someone talks about something that the other person doesn't know, it surely will not mean anything to who is listening, because they do not understand it.

Participant 11 (SED) said that she identified with the type of exercise that was executed in the session, but everything that is related to weights does not captivate her at all. Participant 6 (SED) agreed.

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[38] Healthy mind, healthy body

[39] "Desporto Escolar" is a Portuguese initiative that consists in promoting complementary curricular or voluntary sports physical activity to students (*Desenvolvimento do Desporto Escolar - Jogar pelo futuro - Medidas e metas para a década*, 2003).

Participant 8 (ATL) suggested that if it was a CrossFit video, but without the weights, they might've not felt as intimidated and Participant 9 (ATL) added: "If it was a video of a fitness class […] maybe they would've related more to it" (see Appendix H, p. 38). "The strength…" (see Appendix H, p. 38) Participant 8 (ATL) murmured, "It's what motivates us the most" (see Appendix H, p. 38), Participant 10 (ATL) added.

2. Analysis of the Acquired Data

2.1. Online Research Survey.

Overview.

Out of the 71% individuals that responded positively when asked if they engaged in physical activity, 76% considered themselves athletic, while the remaining 24% considered themselves sedentary. This number suggests that participants who engage in physical activity consider that in order to be "athletic" one must look a certain way, or that participants considered physical activity (in the previous question – "do you engage in physical activity?") to be non-athletic or directly unrelated to sports. Another possibility is that participants considered themselves non-athletic because either they have only engaged in physical activity recently, or practice sports occasionally during the week (once or twice a week), believing that the amount of workout sessions they have a week is not enough to be considered athletic. This second possible motive is highly probable, since according to the statistical tests[40] considering oneself sedentary or athletic seems to be significantly related to the average training frequency per week, since respondents who engage in physical activity once or twice a week (on average) will more likely consider themselves sedentary and those who engage in physical activity three to five times a week (on average) will more likely consider themselves athletic.

Out of the 29% individuals that responded negatively when asked if they engaged in physical activity, 8% considered themselves athletic, while the remaining 92% considered themselves sedentary. This number suggests that the minority of participants who do not engage in physical activity, but still consider themselves athletic, consider that being "athletic" is a state of mind, or that they are still holding on to a past image of themselves — if these 8% (who do not engage in physical activity, but consider themselves athletic practiced sports in the past. Additionally, they might have answered that they did not engage in physical activity in the preceding question because they interpreted "physical activity" as "sports physical activity", and although they do not engage in sports physical activity, they have an active lifestyle.

[40] There is a significant effect of AFTSPW on CYAS at the $p<.05$ level for the three conditions [$F(4, 152) = 7.759$, $p = 0.000$] (p.69)

As expected, respondents who engage in physical activity will more likely consider themselves athletic than respondents who do not engage in physical activity.[41] However, the conditions of engaging or not in physical activity are not significantly different from each other. In other words, being athletic or sedentary, does not influence the possibility of feeling especially motivated to work out when going with friends, seeing social media shares associated with healthy lifestyles, watching inspirational fitness videos, scheduling a session with a Personal Trainer, or watching sports advertising. Part of these results were surprising, considering that athletic individuals were expected to be more prone to access content related to healthy lifestyles and sports, such as social media content, videos or advertising, considering that if they engage in physical activity, they are more likely to be linked or interested in sports. These results suggest that individuals' lifestyle do not determine their passions or their trigger point, since an individual who does not engage in physical activity has the same probability as an athletic individual to feel especially motivated to work out when watching inspirational fitness videos, watching sports advertising or seeing social media shares associated with healthy lifestyles. Additionally, feeling particularly motivated to work out when going with friends (55%), or when having a training program (34%), seems to be a typical motivational factor, although it is not influenced by whether an individual engages or not in physical activity. This indicates that an individual who is in company, or has supervision/guidance [with a training program], will more likely feel motivated to exercise than an individual who is alone.

Moreover, although the way the male body was scored does not seem to be significantly related to respondents' training habits, respondents who engage in physical activity scored the female body higher than respondents who do not engage in physical activity.[42] These results suggest that respondents' training habits are related to their perception of the female body, but unrelated to the way they perceive the male body. This indicates that individuals who do not engage in physical activity are harsher in the way they evaluated the female body [according to the apparent level of physical condition] either because they might have body dysmorphia[43] or low self-esteem that causes them have unrealistic body ideals. Or, they associate average to excellent physical condition to be associated to a thin, very toned body, similar to the image mostly portrayed by media, and are unable to associate a larger, muscular female figure to excellent physical condition.

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[41] Engaging in physical activity (EPA) is significantly related to considering oneself an athletic or sedentary person (CYAS), $\chi^2(1) = 88.88$, $p \leq .05$ (p. 56).

[42] There is significance between the conditions EPA and CFB, in the scores for engaging in physical activity (M=2.73, SD=0.752) and not engaging in physical activity (M=2.50, SD=0.827); t(223)=-2.023, p = 0.044 (p. 73).

[43] Body dysmorphia is an excessive concern with an imagined or slight defect in an individual's appearance that causes anxiety, or impair the individual's professional or social performance (Lambrou, Veale, & Wilson, 2011)

This data was relevant to the Focus Group Research that was subsequently conducted, because in the sessions, the plan was to face the sessions more conscious of the "perception of others" tendencies that would be useful as well in the Focus Group Research data analysis, possibly opening up new perspectives that could help clarify participants' response to the screened video. Nonetheless, in another spectrum, the conditions for engaging or not in physical activity are significantly different from each other, as individuals who engage in physical activity are most likely to feel especially motivated to work out when feeling guilt or obligation, having new sports apparel or gear, or having a training program.[44] This seems to be a tendency, considering that there is a high chance for athletic individuals to be more aware of the consequences of engaging in physical activity as opposed to not engaging in physical activity, since they experience the benefits of exercising, this awareness might make them feel more motivated to work out because of guilt or obligation. A possible reason for athletic individuals to be more motivated to work out when they have new sports apparel or gear is that, since they belong to the sports community, having new apparel or gear might raise their confidence levels, therefore motivating them to exercise. Additionally, having a training program might motivate an athletic individual more than a sedentary one, because they are probably more mindful of the advantages of having a training program, as opposed to individuals who do not engage in physical activity, who most likely do not have as much athletic experience and might feel that they need more than a training program to actually start exercising.

Furthermore, considering oneself athletic or sedentary does not seem to affect feeling especially motivated to work out when going with friends, seeing social media shares associated with healthy lifestyles, scheduling a session with a Personal Trainer, watching sports advertising or how the male and the female body were classified [according to the apparent level of physical condition]. However, as opposed to the previously discussed results, considering oneself athletic or sedentary is correlated to individuals' motivation to work out when watching inspirational fitness videos, having a training program, feeling guilt or obligation and having new sports apparel or gear.[45] This might be because these conditions are related, in some way, to an individual's confidence levels. For example, watching a fitness video can either instantaneously raise or lower confidence levels, which consequently can motivate or demoralize an individual. Moreover, an individual must be confident enough to exercise, therefore feel that a training program may actually be motivating, because he/she will have to perform according to the program, or discourage the individual, because he/she does not feel capable to stick to the program. Besides, individuals who consider

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[44] EPA is highly significant with FGO ($\chi^2(1) = 7.720$, $p \leq .05$), HNAG ($\chi^2(1) = 8.619$, $p \leq .05$) and HTP ($\chi^2(1) = 29.66$, $p \leq .05$) (p. 57).

[45] CYAS is significantly related to WIFV ($\chi^2(1) = 7.519$, $p \leq .05$), HTP ($\chi^2(1) = 27.020$, $p \leq .05$), FGO ($\chi^2(1) = 7.705$, $p \leq .05$) and HNAG ($\chi^2(1) = 4.780$, $p \leq .05$) (p. 59).

themselves sedentary most likely need to feel guilty in order to feel motivation to work out. Furthermore, if as previously discussed, having new sports apparel or gear is motivating to athletic individuals because they will feel more confident to exercise in new clothes, it can also cause indifference or insecurity to a non-athletic individual, because he/she might be self-conscious of their bodies — therefore, unresponsive to the new apparel or gear incentive. Finally, the fact that results show that considering oneself athletic or sedentary is not related to the way the male (CMB), or the female (CFB) body were classified suggests that respondents' self-perception does not impact their perception of others, since it does not seem to be significantly related to how they perceived the male and the female body.

In addition, considering oneself athletic or sedentary does not seem to be related to respondents' reaction of sweating right away, feeling shortness of breath or feeling energetic [on the first 15 minutes of a training session], or feeling exhausted, being very sweaty or feeling full of energy [in the end of a training session]. However, respondents who consider themselves athletic are more likely to feel motivated, confident and motivated for their next training session [in the end of a training session].[46] Individuals who engage in physical activity and consider themselves athletic are probably more confident than those who engage in physical activity and consider themselves sedentary, therefore, would clearly be more likely to feel motivated in the beginning of a training session, and in the end of a training session, feel confident and motivated for the next one.

The gender variable does not seem to be significantly related to feeling especially motivated to work out when going with friends, seeing social media shares associated with healthy lifestyles, having a training program, watching inspirational fitness videos, scheduling a session with a Personal Trainer, watching sports advertising, feeling guilt or obligation, having new apparel or gear, or how the male and female body were classified [according to the apparent level of physical condition]. Yet, gender appears to be significantly related to respondents' engagement in physical activity, or if they consider themselves athletic or sedentary.[47] These results suggest that respondents' gender might influence their training habits and self-perception. Even so, it was surprising to find out that gender was not considerably associated to all the other tested conditions, as it implies that respondents' opinions, tastes, reactions and their perception of others do not vary as much as expected according to whether an individual is male or female.

Respondents' average weekly training sessions does not seem to be related to respondents' reaction of feeling shortness of breath, feeling energetic or feeling motivated [on the first 15

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[46] CYAS is significantly related to FM ($\chi^2(1) = 5.727$, $p \leq .05$), FC ($\chi^2(1) = 4.383$, $p \leq .05$) and AMNTS ($\chi^2(1) = 4.871$, $p \leq .05$) (p. 64).

[47] The gender variable is significantly related to the conditions EPA ($\chi^2(1) = 4.670$, $p \leq .05$) and CYAS ($\chi^2(1) = 5.917$, $p \leq .05$) (p. 61).

minutes of a training session], or feeling exhausted, feeling confident, feeling full or energy or being motivated for their next training session [in the end of a training session]. Nevertheless, respondents' reaction of sweating right away [on the first 15 minutes of a training session] and being very sweaty [in the end of a training session] is dependent on respondents' average training frequency per week.[48] Respondents who engage in physical activity four to five times a week are more likely to admit that on the first 15 minutes of a workout they tend to sweat right away than respondents who engage in physical activity one to four times (on average), or six to eight times (on average) a week. Respondents who engage in physical activity four to five times a week are more likely to admit that in the end of a workout session they tend to be very sweaty than respondents who engage in physical activity one to two times (on average), or seven to eight times (on average) a week.

This was an interesting finding, considering that it was expected for individuals who do not exercise as often to sweat more prematurely than individuals who work out more frequently, due to the potential early escalation of heart rate frequency in individuals that do not engage in physical activity daily. These findings do not disprove or deny that least athletic individuals sweat a lot, more or less than athletic individuals. However, these results suggest that perhaps non-athletic individuals are more self-conscious of their own perspiration and will not likely admit that they sweat — this might be accurate, considering that non-athletic individuals are less familiar with exercise and its "side-effects", such as sweating, or having muscle cramps. Also, a possible reason for individuals who engage in physical activity six to eight times a week to not respond that they tend to sweat right away [on the first 15 minutes of a workout], might be because since they work out more often, they are probably calmer and have better cardiovascular endurance than those who do not work out as often as six to eight times a week, therefore, will not begin sweating as prematurely. The fact that individuals who engage in physical activity seven to eight times a week did not respond that they tend to be very sweaty in the end of a workout session might be because these particular respondents do not sweat as much in general, especially due to increased cardiovascular endurance (as a consequence of regular training) that, in unvarying workouts, might not push them to their point of exhaustion.[49]

In contrast, respondents' reaction of sweating right away, feeling shortness of breath, feeling energetic or feeling motivated [on the first 15 minutes of a training session], or feeling exhausted,

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[48] There is a significant effect of AFTSPW on SRA at the $p<.05$ level for the three conditions [$F(4, 152) = 4.486$, $p = 0.002$] (p. 78) and there is a significant effect of AFTSPW on AVS at the $p<.05$ level for the three conditions [$F(4, 152) = 4.301$, $p = 0.003$] (p. 70).

[49] Besides the stated possible reason, there were only 5 respondents who work out from seven to eight times a week, and none of them chose this option, hence, a small sample might not be accurate to reality.

feeling very sweaty, feeling confident, feeling full of energy or feeling motivated for their next training session do not seem to be influenced by the average duration of respondents' training sessions. This suggests that respondents' reactions (on the first 15 minutes of a training session and in the end of a training session) might be dependent on the sports modality that each athletic individual engages, since each sports modality has its own pace and/or intensity, and therefore, might trigger different mental and physical responses.

Feeling especially motivated to work out when seeing social media shares associated with healthy lifestyles is apparently unrelated to feeling especially motivated to work out when going with friends, watching inspirational fitness videos, scheduling a session with a Personal Trainer, feeling guilt or obligation, or how the male or female body were classified [according to the apparent level of physical condition]. However, feeling especially motivated to work out when seeing social media shares associated with healthy lifestyles seems to be related to feeling especially motivated to work out when watching sports advertising[50], having a training program and having new sports apparel or gear[51]. A possible reason for sports advertising to be correlated to social media shares associated with healthy lifestyles, might be that individuals who follow health and fitness pages or profiles on social media are more prone to watching sports advertising. Having a training program might be associated to seeing social media shares associated to healthy lifestyles because the content shared on social media might include training programs or routines that inspire individuals to exercise. A potential cause for new sports apparel or gear being linked to seeing social media shares associated with healthy lifestyles is that the social media shared content might include sportswear that, consciously or unconsciously, affects the audience, stimulating individuals to become part of that lifestyle, and therefore, take part in the associated sports brand communities.

Feeling especially motivated to work out when watching sports advertising does not seem to be related to watching inspirational fitness videos, going with friends, scheduling a session with a Personal Trainer, feeling guilt or obligation, or how the male or female body were classified [according to the apparent level of physical condition]. Even so, feeling especially motivated to work out when watching sports advertising appears to be associated to feeling especially motivated to work out when having a training program[52], seeing social media shares associated with healthy lifestyles[53] and having new sports apparel or gear. A potential motive for having a training program

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[50] There is significance between the conditions SSMS and WSA in the scores for SSMS (M=0.00, SD=0.000) and not SSMS (M=0.06, SD=0.232) conditions; t(193.000)=3.406, p = 0.001 (p. 75)
[51] There is significance between the conditions SSMS and HNAG in the scores for SSMS (M=0.45, SD=0.506) and not SSMS (M=0.22, SD=0.416) conditions; t(36.782)=-2.404, p = 0.021 (p. 75)
[52] There is significance between the conditions WSA and HTP in the scores for WSA (M=0.09, SD=0.302) and not WSA (M=0.34, SD=0.474) conditions; t(12.688)=2.544, p = 0.025 (p. 78)
[53] There is significance between the conditions WSA and SSMS in the scores for WSA (M=0.00, SD=0.000) and not WSA (M=0.14, SD=0.353) conditions; t(213.000)=6.007, p = 0.000 (p. 78)

to be associated to watching sports advertising is that watching sports advertising might encourage individuals to work out and desire to have a training program. Correspondingly to how the condition of feeling especially motivated to work out when seeing social media shares associated with healthy lifestyles is correlated to sports advertising and new sports apparel or gear, feeling especially motivated to work out when watching sports advertising is linked to seeing social media shares associated with healthy lifestyles and new sports apparel or gear.[54] Seeing social media shares associated to healthy lifestyles might be related to sports advertising, because individuals who watch sports advertising might as well follow health and fitness pages or profiles on social media. The reason for new sports apparel or gear to be related to sports advertising might be that when a sports commercial inspires an individual, that individual might, consciously or unconsciously, pay more attention to the video's details and associate it with sportswear.

As opposed to the previous findings, feeling especially motivated to work out when seeing social media shares associated with healthy lifestyles, going with friends, having a training program, scheduling a session with a Personal Trainer, watching sports advertising, feeling guilt or obligation, having new sports apparel or gear, or how the male or female body were classified [according to the apparent level of physical condition] do not seem to influence feeling especially motivated to work out when watching inspirational fitness videos.

Survey hypotheses validation.

The Online Research Survey data confirmed, or denied, the following hypotheses:

Some respondents who respond that they are physically active will consider themselves sedentary, especially if they only engage in physically activity twice or thrice a week.

This hypothesis can be partially validated. According to the Online Research Survey data, respondents who, on average, engage in physical activity once or twice a week will more likely consider themselves sedentary. In addition, those who, on average, engage in physical activity three to five times a week will more likely consider themselves athletic.

Most sedentary respondents will consider the female and male body fit (scale 3) and most athletic respondents will consider the female body fit (scale 3) and the male body unfit (scale 2).

This hypothesis can be partially rejected. Considering that, actually, findings slightly suggest that sedentary respondents will most likely rate the male body fit (scale 3) and the female body reasonably fit (scale 2), and athletic respondents will most likely rate the male body and the female

[54] There is a significant difference between the conditions WSA and HNAG, in the scores for WSA (M=0.55, SD=0.522) and HNAG (M=0.24, SD=0.427) conditions; t(223)=-2.301, p = 0.022 (p. 78).

body fit (scale 3). These results were surprising, since sedentary respondents were expected to have a less self-confidence (negative body image) which would make them perceive the athletic bodies [according to their level of physical condition] as above average (scale 4). The opposite actually happened, when they mostly considered the male body reasonably fit, with a score of 2.85/4, and the female body as reasonably fit, with a score of 2.50/4. Athletic respondents, who were expected to have higher self-confidence than sedentary respondents, which could make them perceive the athletic bodies [according to their level of physical condition] as average (scale 2 or 3), actually perceived the male body as fit (scale 3), closer to excellent (scale 4), with a score of 3.00/4, and the female body as fit (scale 3), closer to reasonably fit (scale 2), with a score of 2.73/4.

Respondents will mention Nike commercials and CrossFit-aware respondents will mention Reebok's "Be More Human" campaign.

This hypothesis could not be fully tested, so this question was shifted for the Focus Group Research.[55]

Respondents that engage in physical activity regularly will mostly answer that they feel most motivated if they watch sports commercials and videos, have a training program and feel guilt; those who do not engage in physical activity will answer that they feel most motivated if going with friends, feel guilt or obligation, have a training program and have new sports apparel or gear.

Unlike the hypothesis, respondents who engage in physical activity answered that they feel especially motivated to work out when they go with friends (58%), have a training program (43%) and have new sports apparel or gear (31%). Respondents also answered that they feel especially motivated to work out 24%, when watching sports commercials or videos (18% watch inspirational fitness videos and 6% watch sports advertising, which equals 24%) and 23%, when they feel guilt or obligation.[56]

This hypothesis was partially correct. Respondents who do not engage in physical activity did, indeed, feel especially motivated to work out when they go with friends (47%), feel guilt or obligation (41%) and have new sports apparel or gear (12%). However, did not answer frequently that they feel motivated if they have a training program (6%). An unexpected finding was that 15% of this group answered that they feel especially motivated to work out when seeing social media shares associated with healthy lifestyles.[57] This might suggest that although individuals do not

[55] See p. 88.
[56] See p. 54.
[57] See p. 53.

engage in physical activity, it does not mean that they are not interested in healthy lifestyles (e.g. fitness, nourishing diets).

Respondents that engage in physical activity regularly will mostly answer that they feel motivated and energetic on the first 15 minutes of the workout session; those who do not engage in physical activity as regularly will answer that they begin to sweat and feel shortness of breath.

Respondents that engage in physical activity regularly (thrice a week or more sessions a week) mostly answered that on the first 15 minutes of the workout session they feel motivated (67%) and energetic (39%). As opposed to respondents that do not engage in physical activity as frequently, athletic respondents that answered more frequently that they sweat right away (18%, compared to 6%). Respondents that do not engage in physical activity regularly (once or twice a week) mostly answered that on the first 15 minutes of the workout session they feel motivated (65%) and energetic (52%). As opposed to respondents that frequently engage in physical activity, they mostly answered that they feel shortness of breath (17%, compared to 10%). However, although some portions of the hypothesis have been supported, these groups do not seem to differ as much as expected, since according the statistical tests employed, there is no significant difference between them (besides those that "sweat right away")[58].

Respondents that engage in physical activity regularly will mostly answer that they feel motivated for the next session, exhausted, sweat right away and confident in the end of the workout session; those who do not engage in physical activity as regularly will answer that they are very sweaty, exhausted and confident as well.

The hypothesis cannot be fully confirmed, since respondents who do not regularly engage in physical activity did not frequently answer that they are very sweaty in the end of the workout session. Nonetheless, the remaining components of the hypothesis can be supported.[59]

Respondents that engage in physical activity regularly (thrice a week or more sessions a week) typically answered that in the end of the workout session they are motivated for the next training session (48%), feel confident (44%) and are very sweaty (42%, compared to only 26% of respondents who do not engage in physical activity as regularly). As opposed to respondents that do not engage in physical activity regularly, they answered that they feel full of energy (22%, compared to 15%). Respondents that do not engage in physical activity regularly (once or twice a week) mostly answered that in the end of the workout session they feel exhausted (41%, compared

[58] See pp. 66-67
[59] See pp. 66-67.

to only 32% of respondents who regularly engage in physical activity), are motivated for their next training session (46%) and feel confident (35%).

Wrap-up.

The implementation of the Online Research Survey highlighted and raised a few questions:

1) What makes someone who has practiced sports in the past, currently feels motivated when in contact with fitness inspiration publications and/or watching sports video, not engage in sports again?
2) What makes someone who engages in physical activity consider that they are sedentary?
3) Is it lack of expose to sports videos and advertisement that makes majority of respondents indifferent to the motivational approach of sports advertisement?
4) How does the sedentary public actually perceive the body of an athlete?
5) What do the concepts of “athletic” and “sedentary” actually mean? Do the media influence this concept and have the evolving definitions been consciously noticed?
6) What motivates the public to watch sports videos and audiovisual advertising and what type of video achieves more receptivity from the public?

These questions were taken into consideration in the construction of the Focus Group Research script.

2.2. Focus Group Research.

Perception and recollection of sports advertising.

Since participants did not understand right away what was meant by “watching sports advertising”, the moderator had to give participants a few clues. In general, participants did not answer positively. One participant (ATL) mentioned a video about sports (i.e. bodybuilding) that she watched on YouTube, another (SED) mentioned an advertising where she saw a girl with toned abs that she would love to have (i.e. Sport Zone’s 2015 commercial).

Nonetheless, most participants did not answer directly to the question “Do you watch sports advertising?”. Participants generally linked sports advertising to sports gear catalogs (i.e. LIDL) sporting goods retailers’ promotional commercials (i.e. Sport Zone, Decathlon), to sports magazines, and they even associated sports advertising with sports figures, even if the advertising wasn’t sports-related (i.e. José Mourinho’s appearance on a Lipton Ice Tea commercial). Overall, participants most generally believe that people will only watch sports advertising that is related to one’s sports modality experience or product interest.

Another participant (SED) talked about her favorite commercial, which is unrelated to sports (i.e. Hyundai) and later mentioned that the last sports-related advertisement she recalls is Sketchers’,

presenting a new shoe model. This divergence in the way participants interpret “watching sports advertising” might indicate that participants’ exposure to advertising is so reduced that even specifically using the verb “to watch”[60], instead of “to see”, did not make participants automatically associate “watching sports advertising” to audiovisual content.

Some participants admitted to researching sports-related content, such as yoga-style meditation videos on YouTube, anything sports-related, complimentary information connected to sports science, fitness home exercises on YouTube, and CrossFit-related content (i.e. miscellaneous, exercise execution techniques, events). Participants’ motives for researching sports-related content were mainly directed to learning purposes, or inspiration. It is not surprising that no participants mentioned searching for sports advertisements, because it is highly probable that the content that they research has an advertising component disguised underneath its main function, hence participants probably do not associate advertising to that content.

It is interesting to know that both populations, athletic and sedentary, expressed interest in sports-related content. This could indicate that there is not much difference in both population’s motivations after all, and that the sedentary participants’ motives for not engaging in physical activity are beyond motives of predisposition.

Participants (SED) mentioned various reasons for acknowledging that they are not very exposed to sports advertising, such as: not having Internet at home, lack of time and indifference. Another participant (ATL) referred that Nike, Adidas or Reebok’s commercials are very unusual on national television. All participants agreed and noted that they did not feel it was necessary, assuming that brands must choose a specific, target audience and that sports brand selectively divulge themselves in sports channels (i.e. Eurosport).

Some participants also stated that the only type of sports-related commercials that are transmitted on national television are associated with sporting goods retailers (i.e. Sport Zone, Decathlon). One participant (SED) mentioned that in the past there was more diversity on advertising, but currently, brands mainly choose to present themselves through Internet and social media, because it is a medium where they can be more selective and reach out to their targeted audience. The same participant justified his argument by referring the YouTube video suggestions feature. Participants agreed that advertising’s main target audience are women, either because women are more influential, or because they are the ones who shop for their families, thus are more responsive to advertising.

[60] “To watch”, translated from the original idiom (Portuguese) used in the Focus Group Research discussion, “assistir”

Of the participants who are not associated with CrossFit, only two associated Reebok to CrossFit and they were part of the athletic population. However, those two participants could not recall any sports commercial produced by Reebok. Of the four participants directly related to CrossFit[61], one indicated the Reebok CrossFit Regionals and the other one referred the “Be More Human” campaign. When one of the participants mentioned the “Be More Human” campaign, another participant remembered and vaguely described it.

Most participants seem conscious that advertising’s main goal is to publicize a product, service or brand in general and admit to desire one brand over another. However, as previously mentioned, participants note that they believe individuals take into consideration the price of a product before actually buying it. One participant (SED) even stated that when buying sports products, the non-athletic public might be more influential, because they do not have enough sports experience to evaluate a product correctly.

Brands seem to be sending different messages to the audience. Participants seem indecisive in defining who they believe sports brands’ main audience target is. Firstly, participants mentioned youth as the influential main target of brands and then, stated women as well. Additionally, participants presented difficulty in delineating if they think sports brands’ focus specifically in athletes, non-athletes or just the general public.

Participants appeared to be very aware of the strategies imposed by brands in order to attract them into buying a certain product, especially on television. Thus, the predictability of sports commercials might indicate national television has been using outdated advertising methods.

Additionally, participants also suggested that advertising is directed to the youth because younger people are more influential. Participants discussed that children prefer brand sneakers to *brandless* ones and that adults are more reflective, therefore are not so attached to a brand. However, they also remarked that adults prefer quality over quantity and most probably associate a specific brand to quality. Throughout both sessions, this seemed to be a contradiction, because although participants stated that youth is more influential than adults, they mentioned that they prefer quality over quantity, associating a higher price to a higher-quality product. Participants seem to be similarly divided between thinking that brands are associated with quality, and the awareness that this is not always the case.

In fact, when participants were asked if they feel they need something extra to motivate them when they engage in, or think about engaging, in physical activity, one sedentary participant mentioned that she misses being able to auto-motivate and another sedentary participant stated that if she

[61] Adherents of the CrossFit modality, who engage in sports physical activity

had company, she would feel motivated to work out. Two athletic participants suggested that perhaps men taking off their shirts in a CrossFit box might motivate some people.

Brands perception.

All participant expressed the desire to buy new sports apparel or gear, including the sedentary participants. This may indicate that the trend of sports gear extends to the public that does not engage in physical activity. However, of all participants, only two expressed the desire along with the actual action of buying. This may suggest that although there is desire to buy certain products, participants do not have financial resources to act upon their desires. The financial aspect of products was an ongoing topic brought up by participants. There were numerous complaints about overpriced items and the escalation of inflation rates.

Most participants expressed that they think each country represents a specific brand, stating that in France, the main brands are Adidas and Le Coque Sportif, in the United States, Nike and Reebok and in Canada, Puma is one of the most popular and bestselling brands. One participant (SED) suggested that some brands are not as popular in one country, because perhaps brands' advertising strategies are failing. This might indicate that participants unconsciously feel that they are mostly exposed to a specific brand and perceive that other brands use the same strategies in the other countries.

Several participants referred that Nike overprices their products, and that Adidas and Nike have a lot of product diversity exposed in sports as opposed to brands such as Puma or Le Coque Sportif. This also made participants note that the fact that if there is not as much diversity, or prices are too low, potential customers might perceive the brand negatively. This negative interpretation suggests that people commonly interpret lack of diversity as failure, and low prices as little quality.

Participants seemed to generally prefer brand products. The most common reasons for picking a brand product over a *brandless* one, was for vanity motives and quality, and the reason for not buying a brand product mainly relies on being able to afford them. In fact, participants mentioned price and comfort as the two deciding factors when buying a product.

Participants recognize that brands use celebrities or athletes to obtain the public's attention and believe that it's an effective strategy, because it helps individuals remember a certain product. Participants associated this strategy with Football and CrossFit.

Most participants mentioned Nike and Adidas and seemed to be in agreement as to classifying them as "the main brands". Some participants mentioned that Nike likes to "show-off" and uses sponsored athletes, such as Cristiano Ronaldo, to increase brand value. The same participants agreed that Adidas is less of a "show-off", and for that reason focuses more on the balance between comfort and visual appeal. One participant (ATL) noted that the main different between

brandless products and brand-products is design and considered Nike to be superior than Adidas or Reebok, explaining that Nike associates design and quality.

One participant (ATL) considered Reebok to be a brand with very comfortable footwear. Other participants admitted to being fond of Reebok because of their association to CrossFit, the price-quality relationship.

Participants also seemed to be aware that brand value is the reason why brand products are more expensive, however most did not seem to agree, nor conformed with that phenomenon. Actually, participants expressed frustration and resentment towards high prices, especially Nike's. They also seemed very irritated with the fact that prices in other countries are much lower, especially compared to the national minimum wage.

When participants were questioned about their brand preference, some participants answered very defensively, expressing that they buy whatever brand is cheaper, aren't used to expensive brands and think prices are completely exaggerated. In summary, participants mentioned: Adidas, Nike, Reebok, Le Coque Sportif, Under Armour, Quechua, Asics, Lululemon, New Balance and Macron. Other brands that were mentioned in the sessions include: Puma, Nike Air (independently from Nike) and Vans (as a brand of desire for children). Moreover, participants considered that brand popularity varies according to the age group.

Sports-related general feelings and concerns.

Discrepancies seem to exist between the way people perceive the term "physical activity" and the actual definition of "physical activity", considering that most participants appeared very confused when asked if they engage in physical activity. Apparently, people interpret "physical activity" as "sports physical activity".

All participants described engaging in physical activity as a pleasant activity that distresses the mind and lightens the body (figuratively speaking). However, some participants also associated negative experiences to working out, such as: excessive sweating, facial redness (e.g. rosacea), psychological frustration and muscle cramps.

As a matter of fact, one participant (SED) described her last sports physical activity experience, which was on the first Focus Group Research session, as a terrible experience that made her feel unwell. She associated muscle cramps to the physical pain of sickness. Additionally, this participant stated that she has back problems as another reason for having felt uncomfortable after the workout. Curiously, on the first session, the same participant had mentioned that in the past she used to go to the gym three or four times a week and she really enjoyed it and had suddenly stopped going due to knee pain. Thus, the "back problems" statement was suspicious, because she hadn't mentioned it before at all. This might've happened because since this participant is

sedentary, she was not familiar with muscle cramps and she might've felt too self-conscious during the workout.

One of the biggest motivational factors for engaging in physical activity seems to be having company. All participants credited friends and company as a motivational factor to work out, that they aren't as motivated to work out when they are by themselves, therefore agreeing that they prefer to train with friends than by themselves. Participants explained that exercising in company is more motivating because it is simultaneously an incentive and a challenge. Besides motivation, participants explained that training with someone else (i.e. a friend, an instructor or a personal trainer) is a commitment that forces them to get through the workout, even when they are not in the mood, because they scheduled with someone else. However, a small number of participants noted that training alone is pleasant as well, depending on the activity (i.e. bicycling, running, collective sports such as football).

No participants showed concerns with training by themselves in public and one participant (SED) explained that as long as she knows what she is doing, the situation would not bother her. Although most participants showed no concern in training with other people they know, or in the same location, one participant expressed her aversion to working out in the same environment than the people she sees on a daily basis.

Music seems to be play an important role on participants' motivation to work out, and participants mentioned that a song's rhythm or beat has the power to set the training mood. Participants also pointed out factors such as spare time and sunlight. Seeing someone that is able to accomplish an individuals' goals or is represented as a role-model (mentally and physically) also appeared to be indispensable in order to boost participants' drive to work out and one participant specifically stated that the visual impact helps. Additionally, participants noted that motivational quotes might be helpful in motivation if an individual interiorizes its meaning.

Participants denied that acquiring new sports apparel or gear encourages them to work out. Nonetheless, one participant (ATL) mentioned that although sports apparel doesn't motivate him at all, sports equipment might have an impact on individuals. He shared his own experience, stating that he started running more frequently since he acquired a heart rate monitor. Another participant (SED) agreed and shared that when she had a treadmill at home, she use to run at least 20 minutes every day.

Most participants answered that they consider themselves competitive and some even insisted in specifying the difference between healthy competitiveness and negative competitiveness. They described negative competitiveness as the desire to be better than someone else and an obsession to succeed, which, in most of participants' perspective, can create conflicts between people.

Sports advertising influence on the population.

When asked about video production strategies, participants started describing the screened video. There were various interpretations for the same video. Majority of participants perceived the video with a positive outlook, but with distinct analysis. Several participants perceived it as an example of perseverance, and others interpreted it as motivational video with the intention to inspire individuals to give their best and to stand right back up after a fall; some saw it as a message, to understand that nobody can make it on their own and need a back-up moral support to succeed; and only a few interpreted the video as a promotional video attempting to promote the CrossFit modality and the gear. Only two participants (SED + ATL) interpreted the video negatively. The sedentary one explained that she perceived that, in the video, the athletes that failed, ended up alone, and the ones who succeeded, had their friends' presence to cheer them on. The athletic participant interpreted that the video conveys that when people reach their limit, they might not be able to achieve their goals, because their own limit is inferior to others'.

Although majority perceived the video as inspirational, most of these participants denied that they personally felt motivated with it, and a few actually said that they felt indifference. Nevertheless, there were a few contradictions.

One participant (SED) stated that she felt the video did not alter her perspective or performance, however, she claimed that after watching the video, she felt the desire to try doing what athletes were doing in the video. This participant was the same one who had previously stated, in the beginning of the session, that she remembered a sports commercial with a model who had very nice abs that she desired to have as well.

Another participant (SED) claimed that she was indifferent with the video, however after watching the video, she had a very well-founded opinion on the video's message and seemed to feel melancholic. She kept repeating her opinion, asserting that the video transmits the idea of individuals being ready to go, to give their best, and the need the mental back-up of friends and family to actually thrive.

One participant (ATL) also claimed indifference towards the video, yet appeared to feel very strongly about his outlook. He started rationalizing that everyone is born with a limit and when someone tries to push past that limit, they are subject to hurting themselves severely. He seemed to feel bitterly strong about his opinion, and claimed that people should always recognize their limits and not fight to go past them. Afterwards, he also mentioned and criticized drug abuse among the athletic community as a method to undertake challenges. One curious aspect about this particular participant is that he suffers from asthma and on the second Focus Group Research session, after the workout, he had to use his rescue inhaler. The fact that this participant suffers from asthma is an aspect that should not be ignored, because it reasons with his statements — of

people being born with a limit and that it is impossible to go past that limit, no matter how hard they work — might be a reflection of the self-frustration he feels towards his health condition.

A few participants agreed that motivation is within oneself and that external factors are not very important.

Participants related to CrossFit defended the video, explaining that it was very motivational. They made an effort to expose their views and convince the other participants that the video actually had a positive message that not only athletes can identify with. They clarified that the video portrays that anyone can fail, even athletes who put thousands of hours of work into their athletic career, and that it is motivating, because watching them get up after failure, motivates them to also rise above their own breakdowns. Another participant mentioned that the video represents exactly all the emotions that an individual goes through during a workout. One participant even mentioned the popular belief that “CrossFit is the only sport where the last person receives the loudest cheers”.

One sedentary participant explained that the video is out of her own reality and that the sport is too aggressive for her preferences. However, she and another participant (SED) mentioned that she related to the type of physical activity practiced in the Focus Group Research sessions, which is ironic, because it was precisely inspired by the CrossFit methodology of exercise. One participant (ATL) actually commented that it was interesting that people who don’t know CrossFit, don’t understand it. She also added that CrossFit is known to be a modality that focuses on a lot more than aesthetics, but on people’s capability to achieve more than they think is possible, thus helping to change society’s values and mentality.

Participant 13 (SED) appeared to feel divided between finding the video inspirational and feeling the need to agree with Participant 11 (SED). At first, she said that she agreed with both opinions stated and explained that the video is very inspirational and the message is extremely positive, considering that it encourages people to never give up and work for their objectives. Conversely, afterwards, she started saying that she also had to agree[62] with Participant 11 (SED), because she has seen excessive, unhealthy competitiveness and that when individuals take their bodies into extremes it is not good, yet she could not explain why. And then, again, she repeated that, nonetheless, the athletes’ persistence is a very positive attitude.

Unlike the participants who are related to CrossFit, the remaining participants expressed dislike or disinterest towards CrossFit. One of these participants (ATL) stated that he did not feel attracted to

[62] Participant 13’s verbal opinion seemed to be influenced by Participant 11’s judgments, who is also Participant 13’s mother

the sports modality of the video and that the only aspect that appealed to him was the athletic performance and the work capacity.

Most participants considered that the level of fitness of the athletes in the video is too much out of their league for comparison, or felt very critical about the level of dedication and sacrifice that most athletes put in, in order to reach an elite degree. Besides mentioning drug abuse, individuals justified athletes' abilities by mentioning that they must have sponsoring, financial resources, spare time to devote to sports, or exceptional multitasking skills. Even so, negative criticism apart, most consented that a great amount of discipline and passion is required for athletes to be able to achieve their goals.

Accordingly, it is highly probably that claiming disinterest can actually signify intimidation or incomprehension. These misinterpretations might be more common than expected, as when in Group A, one participant (ATL) mentioned that they might've felt restrained after watching the video, the remaining participants agreed, and in Group B, individuals who claimed indifference agreed that the athletes' capacities were out of their league. Most participants who claimed they were indifferent or did not relate at all to the video, had previously or subsequently expressed that they enjoy engaging in physical activity, or would like to engage more frequently in physical activity. Likewise, participants considered that they would've most likely reacted attentively towards the video if the content was different. Specifically, if the content was related to a sports modality that each individual enjoys, or if they could relate to the video's subjects.

Motivation before and during the workout.

There were some expected changes on the Observation Grid, from the first Focus Group Research session to the second and final Focus Group Research session. On the second session, participants were expected to look more motivated, more concentrated (e.g. paying attention to instructor, complaining less, taking less breaks throughout the workout, reduced peeking at peers), engage in self-pep-talks a little more frequently (e.g. head shaking), and perhaps show more signs of fatigue due to an improved performance from the previous session. There were no expectations related to participants' support towards each other, because participants' support was a strategy to delineate their personalities more clearly, which could enlighten participants' receptivity to the screened sports video.

By analyzing participants' body language, aside from Participant 6, all participants seemed more motivated on the second session. This suggests that, although verbally participants did not agree that the video encouraged them to have a better performance or more focused attitude, the video had a motivational effect on participants, considering that they actually appeared more driven on the second session.

The fact that all participants paid attention to the instructor when he gave indications for the workout exercises proposes that participants were encouraged and/or predisposed to exercise. Nonetheless, participants could have paid attention to the instructor just out of respect and to understand what they were supposed to do.

Of the five participants who made minor complaints or verbal feedback on the first session, only two participants still acted similarly on the second session. Participant 1, who lightheartedly asking if the workout was going to be the same as athletes were doing in the screened video, and Participant 6, who complained because she did not want to do the workout. With this, it might be assumed that on the second session, after watching the video, participants might have become more focused on their own performance to spend time objecting, which could indicate that the video inspired them to improve their performance.

Participants 1, 6 and 9 were the only participants who took breaks in the middle of the exercise routine, in both sessions. Participant 8 rested on the second session, but did not rest on the first one, Participant 11 did not rest in either sessions and Participant 10 rested on the first session and not on the second one. Due to the irregularity in this indicator's results, it is not possible to draw any conclusions.

Three participants looked at their peers on the first and on the second session. On the first session, besides Participants 8, 10 and 11, all participants peeked at each other. On the second session, Participants 1, 6 and 9 were the only participants that also looked at their peers. However, since they were different participants altogether, it is probable that peeking that peers is not a trustable indicator to understand what effect the video may have on individuals.

All participants showed signs of fatigue in both sessions, however, on the second sessions most participants did not seem as fatigued as on the first session. This could suggest that individuals were more mentally prepared and focused on the second session than on the first, either due to previous experience or due to the screened video.

The only participant who expressed support to others was Participant 10, on the first session, who tried to motivate Participant 6 when she sat down during the exercise routine and in the end, when she greeted all her Focus Group Research peers. By greeting all her peers, Participant 10 behaved as CrossFit training stimulates to, since it is usual for CrossFit coaches to motivate their clients to greet each other at the end of a workout. This suggests that people who practice CrossFit have a different education which then might reflect itself on their attitudes towards life outside of the training center. Even so, further studies must be made to confirm this, since other Focus Group Research participants did not take the same initiative as Participant 10, although this behavioral could have been self-refrained as they were out of their comfort zone.

Self-pep-talk was also surprisingly uncommon for participants. On the first session, only Participant 11 appeared to be self-motivating and on the second session, Participants 1 and 8 were the only participants who seemed to be engaging in self-pep-talk, with Participant 1's self-pep-talk being more evident as she moderately counted out loud her exercise repetitions. This might have happened, because participants were out of their comfort zone, aware that they were being watched and therefore contained themselves to a more mental, motivational heart-to-heart.

Participants' behavior of shaking their heads in apparent disapproval or determination was an interesting noted indicator. On the first session, four participants (3, 6, 9 and 9) shook their heads and on the second session, only two participants (1 and 6) did. This reduction in "head shaking" raises some questions on whether participants reduced "head shaking" is a result of less self-disapproval, reduced determination, or increased concentration which could have limited participants' expressiveness. Additionally, considering that the findings cannot be crossed with the self-pep-talk indicator, is it difficult to understand if the "head shaking" is negative (e.g. self-disapproval, self-disappointment) or positive (e.g. determination, empowerment). Therefore, no conclusions can be made.

CONCLUSION

Discussion of Results

Self-perception and the perception of others.

Online Research Survey data results proposed that respondents who do not engage in physical activity scored the male and the female body lower than respondents who engage in physical activity, with sedentary participants adding up to an average score of 2.85/4 for the male body as opposed to an average score of 3.00/4 given by the athletic respondents, and sedentary participants adding up to an average score of 2.50/4 as opposed to an average score of 2.73/5 given by the athletic respondents.

The fact that the respondents who do not engage in physical activity rated both the male and the female body lower than the respondents who engage in physical activity, raised some questions associated with self-perception and the perception of others. However, the statistical tests showed that there is no significance between respondents who engage in physical activity and those who do not engage in physical activity, when classifying the male body [according to the apparent level of physical condition]. Nonetheless, according to the statistical tests, there is a significant difference between respondents who engage in physical activity and those who do not engage in physical activity, when classifying the female body [according to the apparent level of physical condition], indicating that individuals who engage in physical activity will more likely score the female body higher than individuals who do not engage in physical activity.

These findings suggest that respondents who do not engage in physical activity are more brutal in their perception of others, perceiving others negatively, almost as if projecting their own problems unto others, “as having traits that one inaccurately believes oneself not to have” (Baumeister, Dale, & Sommer, 1998). Additionally, respondents who engage in physical activity seemed to have a more realistic perception of reality, since they perceived the athletic bodies as average or above average (according to their level of physical condition), which is true, considering that, actually, both bodies are of CrossFit elite athletes[63], especially the female athlete, who, not long ago, won first place in the CrossFit Games. In conclusion, individuals’ training habits seemed to be related to their perception of the female body, with athletic individuals judging the female’s body more positively than sedentary individuals.

A reason for respondents who do not engage in physical activity to perceive the female body to be as averagely fit [according to the level of physical condition], might be that the [photograph of the] female body is not as accurate to the ideal representation of a woman which, according to Vilas

[63] See p. 40

Boas (2003), is closer to artificiality, as suggested by the phenomenon of virtual models, than authenticity (p. 176). Inversely, one motive for respondents who do not engage in physical activity to identify the male body more positively might be that the [photograph of the] male body was represented closer to the ideal representation of a man which, according to McCabe et al. (2001), is frequently personified as a man with extremely well-toned body, a bulky torso and lean waist. This might also be an outcome of brands' current strategies, which could be backed by Agliata et al.'s (2004) speculation that there has been an intensification in exposure to advertising that displays "ideal body" representations (as cited in D. Smith et al., 2008, p. 1). Respondents who engage in physical activity seemed to have a more realistic view of both bodies because, as previously discussed, athletic individuals are possibly more aware of the variety in body shapes and sizes and, therefore, are more pondering in their judgements.

Confidence seemed to play an important role in participants' self-perception. Actually, the Online Research Survey data analysis suggested that individuals who engage in physical activity from less than five times a week might be more self-conscious, as they seemed to be in denial of their own bodily functions, such as sweating in the beginning or in the end of a workout session. Focus Group Research participants actually hinted that this idea might be correct, since sedentary participants (and an athletic participant who recollected her embarrassments when she first started exercising) associated exercise to the negative effects of perspiration, muscle cramps and rosacea.

Furthermore, considering that the average exercising time of respondents who answered positively to engaging in physical activity is 1h-1h30 and three to four times a week, and of the physically active respondents, 24% consider themselves sedentary, this data additional to the statistical tests' indication, suggests that respondents who in physical activity less than three times a week are more likely to consider themselves sedentary.

Data suggests that sedentary individuals are not as open-minded and understanding as athletic individuals, who are in familiar terms with the variety in athletes' physical appearance, possessing a more solid analytical opinion. This is important because, considering that non-athletic individuals seemed to show signs or lower self-esteem, it indicates that audiovisual advertisements with thinner figures might contribute to that occurrence since, as previously discussed, non-athletic individuals might not be as aware of the variety in body shapes and sizes as athletic individuals and, therefore, more susceptible to media's portrayal of the beauty concept (Leit et al., 2000, p. 90; McDermott, 1996, as cited in A. R. Smith et al., 2011, p. 1). In fact, in Focus Group Research's

sedentary participants' main complaint regarding the screened video was that the video's athletes were too much out of their league for self-comparison.[64]

However, since it is still unclear if audiovisual advertisements should not include very slim models, it seems patent that sedentary individuals would more easily identify with an advertisement with the presence of common-looking models (i.e. diverse physical figures, shapes and sizes), than with models who appear to have an unattainable physique. Perhaps it would be noteworthy to include both perceptions, realistic "before and after" cases, without overlooking the motivational video approach.

Awareness.

As supposed in the Online Research Survey data, Focus Group Research participants had difficulty understanding, or telling the difference, between terms such as "sports physical activity", "physical activity", or "watching sports advertising". Indeed, there was a deviation participants' interpretation of "watching sports advertising". This might indicate that participants are mostly exposed to advertising of a more traditional nature, which justifies why participants did not easily associate "watching sports advertising" to audiovisual content. Although participants didn't mention specifically searching for sports advertisements, it is not surprising, because advertising content can be part of a video, without being its centerpiece. This is linked to Kotler et al.'s (2006) definition of the marketing concept, in which the brand focuses on developing valuable relationships with potential customers by focusing on customers' needs and not explicitly in the product that they are striving to sale.

YouTube was the only digital platform mentioned to watch or research sports videos on. Television was only mentioned as a medium to watch and sports-related advertising associated with biggest national sporting goods retailers. Consequently, people quickly associated sports advertising with discounts, promotions and paper catalogs and did not mention, nor recognize the existence of inspirational sports advertising at all. In Portugal, television did not represent itself as a common medium for the transmission of audiovisual sports advertising. This could be a problem for the sports industry, considering that even with the shortage of audiovisual sports advertising in national television, individuals seem very mindful of the marketing strategies used by brands, which could cause them to easily disregard the expected publicity effects.

Furthermore, participants didn't only seem aware of what effect brands expect their advertising to cause, but also of when certain types advertising will come up, especially, on the television. This

[64] "One sedentary participant explained that the video is out of her own reality and that the sport is too aggressive for her preferences" (p. 132).

suggests that current strategies are becoming outdated and too expectable, which could make customers and potential customers become more and more suspicious of brands' propaganda. In the future, this can widen the gap between customer and brand, suggesting that "the selling concept" (Kotler et al., 2006, p. 10) will become less effective.

The intriguing aspect of these answers was that both athletic and sedentary participants admitted to research sports-related content, which might mean that the non-athletic population has interests in sports, even if they do not actually engage in sports physical activity. This was also supported by the Online Research Survey results, to which respondents who do not engage in physical activity selected that they feel especially motivated to work out when they see social media shares associated to healthy lifestyles.[65] Moreover, participants' reasons for watching sports-related content included: pleasure, curiosity, inspiration, seeking clearer data and learning purposes.

When discussing sports brands, participants mentioned more often national sporting goods retailers, such as Sport Zone and Decathlon, than actual brands. Most participants even declared that each country have a main sports brand. One participant suggested that this might not be true and that it is brands' advertising strategies that are failing, which gives the audience the erroneous idea that the brands are selective. The origin of these notions might be participants' unconscious perception that they are more exposed to a specific brand, therefore think that this happens overseas as well — thus mentioning that each country has a main sports brand. Or else, brands might convey this impression because they choose not to invest in all countries equally for believing that they do not have a niche market there.

Participants argued that, as opposed to youth, adults are less attached to specific brands and more careful and responsible in their decision-making process when buying a product. Nonetheless, they seemed to contradict that statement when they affirmed that adults choose quality over quantity and therefore, will most likely invest on a brand product because they associate it to higher-quality. In fact, participants seemed to be at odds with associating brands to quality and, simultaneously, being conscious enough to understand that this is not always a guarantee.

Besides quality, another motive for some participants to prefer brand products is for vanity motives. In fact, the main reason for participants not to buy a brand product is either because they feel discomfort wearing or using the product, or due to the product's high prices. A few participants responded defensively when asked about their brand preference, explaining that they pick a product depending on how cheap it is, although they consider that perhaps brand products have a higher quality and are also more expensive due to brand value. In fact, the majority of participants

[65] "This might suggest that although individuals do not engage in physical activity, it does not mean that they are not interested in healthy lifestyles (e.g. fitness, nourishing diets)" (p. 125).

expressed indignation about sports brands' prices, referring Nike as one of the most expensive and overpriced brands in the market. Participants also emphasized that in other countries prices are lower. Moreover, participants noted that the fact that if there is not as much diversity [in Portugal], or if prices are too low, potential customers might perceive the brand negatively. This negative interpretation suggests that people commonly interpret lack of diversity as failure, and low prices as little quality. This frustration with prices seems to be accurate and, comparing to the national minimum wage, it is a fact that most people cannot easily afford sports brands' products[66].

In order to confirm the Online Research Survey's results, participants were asked if sports apparel or gear motivates them to work out. However, unlike the survey's results, which indicated that there was a high percentage of respondents who answered that they feel especially motivated to work out when having new sports apparel or gear, participants denied that sports apparel or gear motivates them to train. Conversely, all participants expressed that they desire, in some way, sports apparel or gear. This phenomenon could have multiple explanations. Either participants personally prefer sports apparel because of their comfort, consider sneakers as sports apparel and have a preference in wearing sneakers for comfort reasons as well, or due to the growing fashion trend of the sporty look. It doesn't seem likely that the reason for even non-athletic people to desire athletic apparel or gear is due to sports advertisement's persuasive effects, because participants stated multiple times throughout the sessions that they did not remember, or were they familiar with any sports advertisements. This is a remarkable finding, because although, as previously discussed, all participants seemed to desire sports apparel or gear, they did not expressly state that sports apparel or gear motivates them to work out, and even denied it, when explicitly questioned about it. However, according to the discussions led in the Focus Group Research, it seems that sports gear that is intended exclusively for sports, such as a heart rate monitor and treadmills, actually endorse the impulse to engage in physical activity.

In contrast with Nike, Reebok is associated to the following three factors: good price, comfort and quality. Nonetheless, this was not a unanimous response. In one hand, participants weren't familiar with the brand and could not give an opinion, and in another hand, one participant in particular actually stated that Reebok's products are not very durable as opposed to Nike's.

This is not an ideal situation, because considering that the "inspirational fitness videos" label seems to appeal more to the audience than the "sports advertising" label, sports brands should be benefiting from individuals' interest in general audiovisual content and desire towards sports apparel or gear. Therefore, promoting their brands and their products through inspirational videos.

[66] This statement was actually suggested by some participants throughout the first session (See Appendix G)

For that reason, and considering that there appears to be some receptiveness towards sports advertising, although a commitment towards a specific brand does not seem to exist, it would be beneficial for sports brands to invest in national television presence [in Portugal] in order to appeal to the general public, strengthening their relationship with present customers and connecting with future customers.

Motivation.

One of the most surprising findings of this research was discovering that being athletic or sedentary does not seem to influence feeling especially motivated to work out when seeing social media shares associated with healthy lifestyles, or watching sports advertising. As previously stated, athletic respondents were expected to be more susceptible and in tune with sports advertising and/or content than sedentary respondents. This expectancy did not happen. Even so, in the Focus Group Research, although athletic participants appeared to be more receptive to the screened video than sedentary participants, on a general note, participants seemed to have interpreted the video positively, explaining that it sends a positive message, is motivational and an example of perseverance and commitment at its best.

Conversely, respondents who consider themselves sedentary will less likely feel especially motivated to work out when they watch inspirational fitness videos, and that participants who consider themselves athletic will most likely feel especially motivated to work out when they watch inspirational fitness videos. This might be because these individuals that consider themselves athletic most likely engage in physical activity, therefore are part of the sports community and, as a result, relate more deeply to inspirational fitness videos. In addition, individuals who consider themselves athletic are probably more self-confident than individuals who consider themselves sedentary, and so, could feel more comfortable with willingly watching their “dream bodies” in a video. Inversely, individuals who consider themselves sedentary might be more self-conscious and less willing to have a “reality check” — since they most probably see their “dream bodies” as “unattainable goals”— given that it could depress them and lower their self-esteem even more (Markey et al., 2005; Nichols et al., 2009).

Majority of sedentary participants felt as if they could not relate to the video because they could not relate to the athletes. In other words, they felt as if they could not compare themselves to the athletes. In addition, it seemed as if they tried rationalize the athletes’ success, by pointing out factors [that athletes must engage in or have] such as drug abuse, sponsors, financial resources, free time to exercise frequently, or exceptional multitasking skills. Most athletic participants affirmed the opposite, and explained that they could relate to the video’s athletes.

On a first approach, the video feedback could be resumed to this. However, even participants who stated that they felt indifferent to the video, seemed to have contradicted themselves, as their verbal responses did not seem to match their non-verbal responses. Throughout the second

workout session of the Focus Group Research, all evaluated participants (besides one) appeared to be more focused.[67] Moreover, on the post-workout discussion, most participants seemed to have a very well-developed opinion on the video.

Most sedentary participants declared that they were and felt indifferent to the video. One of these participants, had initially claimed that the video did make her want to try doing what the athletes were doing[68] and during the first session's discussion referred that she remembered a sports advertisement because of the models' exemplary appearance. Another sedentary participant seemed to feel strongly determined about her interpretation of the video, reading it with a more emotional approach, associating the video with family, friendship and moral support. Another sedentary participant expressed two different opinions. At first, she agreed that the video was inspirational and transmitted a positive message, then stated that she also had to agree with another participant[69], and began censuring the competitive side of sports, saying that competition can be harmfully excessive and then returned to her first statement, restating that the video is still motivating and the moral of the video is great. The remaining sedentary participants explained that for them the sports modality portrayed in the video was too aggressive and unapproachable for them to identify.[70] One athletic participant was very critical about the video, explaining that although the idea of the video is to inspire he believes that people should recognize and not try to push past their limits. To him, everybody is born with a limit that is impossible to surpass and that the limit might vary from one person to the other.[71] The remaining athletic participants identified with the video and described their interpretation, almost as an attempt to convince other participants of their point of view. They associated the video with the emotions of what they go through during a workout and explained that to them, the video is motivating, because showing committed, elite athletes thrive, but fail as well, shows that even the best can fail and rise back up again, which motivates them to do the same.

All in all, the fact that participants had something to say about the video, suggests exactly the opposite of what they actually declared. That is, if they had felt as indifferent towards the video as they claimed, they would not have expressed such long and thoughtful discourses about it, because indifference is meaninglessness, and the video has clearly stimulated participants to have an introspective moment. D. Smith et al.'s (2008) investigation supports this interpretation.

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[67] See p. 134.
[68] Also, when asked if the she thought watching the video altered her performance in the workout, she answered: "No, I am not going to be able to do what they do, not even in my wildest dream" (see Appendix H)
[69] Participant 11 (SED)
[70] "Very aggressive environments as opposed to what I'm looking for" (see Appendix H, p. 36).
[71] This participant suffers from asthma (p. 132).

Another curious aspect is that most participants assumed that the video was promoting the modality and sedentary participants did not associate the Focus Group Research's workout sessions to the CrossFit methodology of exercise, which was exactly the methodology used on the workout design.[72] This might indicate that, in fact, the perception of CrossFit, is twisted and individuals who are not familiar with this sports modality reject it for reasons such as intimidation, feeling like an outsider, which can eventually lead to excessive criticism, or censure.[73]

In fact, although participants did not verbalize it, and often even denied it, the video appeared to have caused an impact on participants. Some participants, especially sedentary, appeared to have felt intimidated, have negative feelings about themselves (i.e. self-restraint, guilt, displacement). Other participants declared multiple times that external factors are unimportant, because most of the drive to exercise comes from within. Little to no participants came to the assumption that external factors might be useful and significant for motivation to grow from within, which is contradictory considering that out of these, most basically admitted that one of the reasons for not engaging in physical activity as much as they wished, was lack of self-motivation. Moreover, participants who claimed that they felt indifference towards the video, had mentioned at some point throughout the Focus Group Research sessions that they enjoy engaging in physical activity or would like to do it more often.

Additionally, participants verbalized that they thought they would've reacted differently towards the video if they had identified more with the modality and athletes. Particularly, if the sports modality was linked to one that each individual enjoyed.

> As a matter of fact, it would be interesting to understand the sedentary group's motives for not engaging in regular sports physical activity. This could eventually introduce a different type of sedentary stereotype. Recognizing why sedentary individuals actually are sedentary, could ultimately bring to light a new problematic and expose a brand-new definite type of niche-market: a population that is sedentary, but desires to be athletic and take part in the sports-related brand communities. Furthermore, the acquired data implies that sedentary individuals are not proud of their habits and one participant even justifies her lack of commitment to exercise with laziness. All in all, the absence of motivation seems to be one of the main reasons for individuals to be, or become, sedentary. Likewise, a few of participants' reasons for not being exposed to sports-related content includes: not having Internet, not looking it up, or little leisure time for research.

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[72] See p. 132.

[73] During the Focus Group Research discussions, sedentary participants hinted feeling misplaced and intimidated.

Participants linked to CrossFit defended the modality and seemed to automatically develop a strong bond with other participants who also stated that they practiced CrossFit. Most of them admitted to relating to Reebok in some way, especially due to its association to CrossFit. These affirmations suggest that CrossFit might be really be a sports modality that strengthens the sense of community, thus making customers feel attached and loyal to the brand. Yet, even *CrossFitters*[74] could not easily remember any Reebok advertisements. However, the reason why participants might not recognize or know the brands' advertisements — not only Reebok's, but all brands in the sports industry — is most likely because commercials of that nature are not transmitted in Portuguese national television.

Receptiveness.

Essentially, since inspiration was one of participants' reasons for researching sports-related content on the Internet, it is safe to say that audiovisual sports content is a source of motivation to some individuals. However, these results do not indicate specifically if there is a significant difference between the sedentary and the athletic population when it comes to audiovisual sports advertising reaction, although, according to athletic participants' reaction to the sports video, it appears that the athletic population might be fairly more receptive to it.

Also, the fact that participants mostly selected that they feel especially motivated to work out watching inspirational fitness videos as a factor that makes them feel especially motivated to work out, as opposed to watching sports advertising, might indicate that they consider sports advertising doesn't include an inspirational video category, or that they don't associate sports advertising with inspirational fitness videos, although many brands have been investing in this type of audiovisual approach in their commercials. According to the discussions in the Focus Group Research, the athletic audience seeks for inspiration in videos and perhaps they most easily will identify with the homemade inspirational fitness videos than the audiovisual sports advertisements, because they see audiovisual advertisements as commercial and not so much as resources of inspiration.

Moreover, participants firmly stated that, to them, adverting is unnecessary and that brands must already transmit their commercials in the sports channels, where supposedly their target audience is. Actually, it seemed as if participants could not really identify a specific targeted audience, first mentioning youth as the most influential and main target, but then, stating that women are more persuasive and probably brands' main target.

This is a noteworthy perspective, because it reveals several mixed signals that brands are sending to customers and non-customers. In one hand, participants affirmed that sports brands give the

[74] Individuals who practice the sports modality, CrossFit

impression that their main advertising public target is the athletic population, because advertisements in social media and the Internet generally only appear to people with related interests. On the other hand, participants mention that sports brands' products are not directed to athletes in specific, considering that a few participants mentioned that sports brands have products that are not used exclusively for sports and have seen many non-athletic people wearing, or using them. This might indicate that sports brands are not being very successful in openly making non-athletes feel welcome into their brand communities, although these individuals desire their products.

Participants mostly associate engaging in physical activity as a positive experience. The only negative events associated to physical activity were due to the negative physiological effects of exercise (i.e. sweating, rosacea, muscle soreness). Furthermore, all participants described their experience with engaging in physical activity as pleasant. Only one of the participants complained and was very critical about the way her body reacted to exercise.[75]

As the Online Research Survey results exposed, one of the main motivational factors for people to exercise is having company. Besides describing working out in company as motivating, participants mentioned that it is challenging. Curiously, participants denied feeling any concerns with training by themselves. Only two participants hinted that the possibility that people could feel uncomfortable with working out by themselves if there are other people in a group. One participant affirmed that she wouldn't feel concerned as long as she knew what she was doing, and another participant suggested that some people might feel concern if they feel like they are being observed, but that it wasn't her case.

The curious part is that these participants did not own the situation and reaction they proposed. The reason for this could be that they did not feel comfortable in admitting that they actually have those concerns. This phenomenon is related to the term *psychological projection*, which explains that people tend to project their own problems unto other people (Freud, 1961a, as cited in Baumeister et al., 1998). Additionally, one participant showed concern with training with people that know her, stating that she would prefer and feel more comfortable being around strangers.

Feeling especially motivated to work out when seeing social media shares associated with healthy lifestyles appeared to be associated to feeling especially motivated to work out when having a training program, and having new sports apparel or gear. A motive for having a training program to be associated to seeing social media shares associated to healthy lifestyles is that the content shared on social media might include training programs or routines that inspire individuals to

[75] "It made me unwell. I wasn't well at all, I couldn't feel my arms and everything…" (see Appendix H, pp. 20-21)

exercise. Additionally, social media shares associated with healthy lifestyles might be related to having news sports apparel or gear, because social media shares that include visual elements of sports apparel or gear could have a motivational effect on individuals. Consequently, combining both factors would probably increase even more individuals' motivation to work out. Additionally, it might hint that sports brands' investment in social media presence is superior than its investment in complex audiovisual content (inspirational videos that serve as sports advertising). These results might urge sports brands to benefit from individuals' social media receptivity to bet more on their social media presence. These results are supported by Bayer et al.'s (2007) conclusion that social media is a good option to television presence. Nonetheless, as previously discussed, if sports brands choose to also appeal to the general public — that, according to the present research has proposed itself as a prospective niche market — it is necessary that they increase their investment on national television presence.

However, the fact that feeling especially motivated to work out when seeing social media shares associated with healthy lifestyles is associated to watching sports advertising (and vice-versa), might suggest that individuals who follow health and fitness pages or profiles on social media are more prone to watching sports advertising, since feeling especially motivated to work out when watching sports advertising is also related to seeing social media shares associated with healthy lifestyles. This was confirmed by a few Focus Group Research participants who commented that they watch sports advertising and, also, follow sports content on social media.[76]

In addition, considering that sports advertising was correlated to social media shares d with healthy lifestyles, but not to inspirational fitness videos, also suggests that some individuals might not associate sports advertising to inspirational fitness videos, perceiving them as two completely different types of content. As previously discussed, Focus Group Research participants had difficulty in identifying "sports advertising".[77]

The Online Research Survey evidenced that individuals who engage in physical activity feel most motivated to work out when they feel guilt or obligation, have new sports apparel or gear, or have a training program. Also, it revealed that considering oneself athletic or sedentary does not seem to be associated to feeling especially motivated to work out when going with friends, seeing social media shares associated with healthy lifestyles, scheduling a session with a Personal Trainer, watching sports advertising or how the male and the female body were classified [according to the apparent level of physical condition]. On the other hand, considering oneself athletic or sedentary

[76] See p. 83.
[77] See pp. 125-126.

seemed be related to individuals' motivation to work out when watching inspirational fitness videos, having a training program, feeling guilt or obligation, or having new sports apparel or gear.

These results suggested that self-perception is related to whether individuals feel especially motivated to work out when watching inspirational fitness videos[78], having a training program, feeling guilt or obligation[79], or having new sports apparel or gear and are possibly related to self-confidence. Individuals who consider themselves sedentary seem to be unresponsive to having new sports apparel or gear, as opposed to individuals who consider themselves athletic. Therefore, it seems that sports advertising using the "selling concept" (Kotler et al., 2006, p. 10) is not very effective at appealing to non-athletic individuals. Besides, considering that sedentary individuals feel especially motivated to work out when feeling guilt or obligation, it would be valuable to confirm if, on an advertising campaign, lightly triggering feelings of guilt to the non-athletic population would actually result in motivating them to find the drive to work out. Even so, this "trigger of remorse" should not be clear or excessive, considering that according to various authors (Markey et al., 2005; Nichols et al., 2009) sustain that people who experience from body dissatisfaction have an increased inclination for harmful behaviors.

Likewise, feeling especially motivated to work out when watching sports advertising seemed to be correlated to feeling especially motivated to work out when having new sports apparel or gear. This confirms that individuals who are prone to feeling more motivated to exercise when watching sports advertising also feel more motivated when they have new sports apparel or gear. Additionally, feeling especially motivated to work out when watching sports advertising appeared to be related to feeling especially motivated to work out when having a training program. Thus could suggest that watching sports advertising might persuade individuals to work out, thus desire to have a training program.

Thus, although sports advertising is not a typical motivational catalyst for engaging in physical activity, when it is, it seems to be simultaneously endorsing sports apparel or gear as well, suggesting that brands who invest in sports advertising are most likely to appeal the audience to their sports apparel or gear. Therefore, it would be interesting to understand if sports apparel or gear would still be as correlated to sports advertisements if sports brands were to intensify their investment in sports advertising.

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[78] As previously discussed

[79] "Individuals who consider themselves sedentary most likely need to feel guilty in order to feel motivation to work out" (p. 119)

Research Questions and Hypotheses Review

We have started this study by presenting four research questions and subsequent hypothesis that would guide the research to obtain the answers needed to fulfil the expressed goals.

To the first research question — *In what ways have the sports industry's marketing strategies developed?* — we proposed the following hypothesis:

Throughout the years, the marketing strategies used by the sports industry have developed in an almost ambiguous manner. The body image that used to be considered "repulsive" in the past is presently considered a role model (Vilas Boas, 2003, p. 174).

Due to a small research sample, this was not specifically verified in Focus Group Research's participants' opinion in the group discussion. However, it seems that there is more acceptance when it comes to the image of muscular men and women, considering that the negative criticism expressed by participants did not include censure towards the visual appearance of male or female athletes in the video, but only towards their sports philosophy and sports aspirations (i.e. that athletes' sacrifice in training was too extreme). This was surprising, because it was expected for participants to spontaneously comment on the visual appearance of athletes.

Although we couldn't verify substantial results, we believe that sports industry's marketing strategies have been developed in sync with the public perception of the body image. Audiovisual sports advertising plays a twofold role, as it shapes the audience and it is shaped by the audience. Which leads to the second hypothesis: Sports advertisements influence extensively self-perception and the perception of others. Audiovisual sports advertising influence all societies, including the sedentary population that, conscious or unconsciously, has the tendency to build their role-models and ideals inspired from the transmitted images (e.g. through advertisements) (Madanat et al., 2007, p. 1045).

This hypothesis was formulated with the intention of responding to the second research question – *How do sports advertisements influence self-perception and the perception of others?*

In this study, due to Focus Group Research's participants' lack of recognition of sports advertising, which limited the investigation of personal opinions about audiovisual sports advertising, it was not possible to specifically outline how audiovisual sports advertising has influenced the sedentary population throughout time. In order to measure this, a longitudinal study with numerous video screening sessions would be necessary.

The answer to this second question is intrinsically linked to the third research question – *What are the sports industry's most effective strategies to draw the attention of the sedentary population?*

As a working hypothesis, we proposed that:

One of the most recent and effective strategies used by brands of the sports industry in order to embrace the sedentary population is the use of models with a look that fits the standards of beauty of the targeted society.

According to the Focus Group Research discussions, participants seem to search for their own characteristics and their perception of beauty in all advertising content, including audiovisual advertisements. For instance, the Focus Group Research participants trying to identify with the screened video, most sedentary participants felt misplaced and uncomfortable with the video and most athletic participants felt like they felt they could relate to the athletes in the video.

Therefore, although sports advertisements didn't seem to directly influence the self-perception and the perception of others, it seemed to be a trigger point, which caused an impact in participants throughout the discussions held in the Focus Group Research sessions. For that reason, although it was not completely evident, sports advertising seems to play a significant role in shaping the self-perception and the perception of others. This seems to be fundamentally connected to the strategies used in the videos.

Hence, we propose that the most effective strategies to draw sedentary could be designed to promote inspirational "before and after" situations, models with all body forms, defiant brand messages (to athletic and sedentary individuals) and/or various sports modalities. Also, although not originally considered, strategies to draw athletic audience could include apparel and gear promotion.

In addition, we advise sports brands to make substantial efforts to give a sense of community not only to their current customers, but to new groups (such as non-athletic, sedentary, and even incapacitated individuals), welcoming them into their brand communities, in order to generate more revenue (Peloza & Hassay, 2007, as cited in Woolf et al., 2013, p. 96).

We also recommend sports brands to not overlook their presence on Portuguese national television, since most individuals do not seem to have created a loyal relationship to a brand, and appeared to be open to that possibility. Since product-directed sports advertising seems to be overlooked due to its commercial sense and not as a source of inspiration, it is essential that sports brands keep directing their audiovisual advertising towards the inspirational approach, not only on social media advertising, but on television as well.

The final hypothesis was attributed to the fourth research question – *What approaches contribute to successful results in sports advertisements, for enterprises?*

The audiovisual sports advertisements that most likely and effectively obtains the more responses and reactions from the sedentary public is the motivational approach. However, we believe that this

might vary according to different factors, such as: an individual's gender, age or physical condition (athletic or sedentary).

Considering that in the past, gender has seemed to play an important role in opinion and self-perception, being a determining variable in various studies concerning body image, self-perception and the perception of others (Borzekowski et al., 2005; Markey et al., 2005; McCabe et al., 2001), it was unforeseen to find that the gender variable was not significantly related to any of the tested conditions, besides training habits and self-perception. Since respondents' opinions, force of inspiration and their perception of others did not seem to vary according to an individual's gender, it seems that a model's gender in sports advertising might not be as much of a significant factor as anticipated.

Due to a shortage of range in respondents' age both in the Online Research Survey and the Focus Group Research, it was not possible to verify the role of an individuals' age in sports advertising's influence in the public. However, it seems that the motivational approach appeals to the athletic public as well as the sedentary public.

Even so, the level of physical condition of an individual seems to play an important role in the influence of sports advertising. There seems to be some variations according to how sports brands should or should not design their commercials. Sedentary individuals showed signs of favoring sports video that portrays lighter exercises, less intense sports modalities and models who are not very athletic, as opposed to athletic individuals who seemed to be very receptive to sports videos that represent more intense, extreme workouts with elite athletes who they recognize as role models.

In our view, successful results in sports advertisements can be obtained when enterprises design their commercials in inspirational and innovative ways. For example, simultaneously creating different advertising campaigns that, on one side, are more directed towards athletic individuals, and on another, invite non-athletic individuals inside their own world. One aspect to bear in mind is to always have stimulating music in the audiovisual sports advertisement, since music seems to be play an important role on individuals' enthusiasm to exercise.[80] Therefore, we propose that brands consider these factors when identifying their target audience and designing their brand messages.

Although it seems more complicated and costlier to develop a wider range of advertisements (that can attract both the athletic and the sedentary population) it is most probably a profitable

[80] "Participants mentioned that a song's rhythm or beat has the power to set the training mood" (p. 130).

investment that can create long-term positive outcomes and help develop a more valuable and desirable brand.

Research Issues and Limitations

Online Research Survey.

Due to limited resources, time and financial resources specifically, the Online Research Survey had a few issues that, although did not compromise the study, did not optimize it as well. The “logic jump” feature[81] in the Typeform survey platform, as well as in most reliable platforms, is a premium feature that is only available upon a 1-month subscription, with an out-of-budget monthly payment, and for this reason, was not used in the questionnaire.

This occurrence made the average survey completion time be more than expected (from 4 minutes to an average completion time of 5:30 minutes), which could have possibly made users uninterested about filling out the survey, less receptive in the survey’s last and longest questions (3.a. and 3.d.) and overall, make the survey less practical and consistent.

Another minor issue with the survey was the participants’ lack of understanding of which questions were required to have an answers and which ones could be skipped, although they were identified and whether the question 2.b. (“Sports activity practiced”) was referring to present sports, or referring to past sports experience. This led respondents who selected that they did not engage in physical activity, to still have to respond to five questions.[82] Also, questions 2.c., 2.d. and 2.e., were intended to be fill-in required only for participants who had responded that they engaged in physical activity but, as previously mentioned, the “logic jump” feature wasn’t available.

These questions required an answer, because we were very interested in knowing the average training time and frequency to understand if they actually fit in our “sedentary” or “athletic” criteria — considering that in the “sedentary” profile, an individual would be considered sedentary if engaging in physical activity only twice a week.

Moreover, although the questions’ description (that explicitly indicated “Select an option from the list. If you do not engage in physical activity, select option ‘I do not engage in physical activity’” and questions 2.f. and 2.g. did not require an answer, some participants disregarded that and filled out all answered with other responses besides “I do not engage in physical activity”. However, this is considered a minor issue, because although it caused some trouble in analyzing the data, the

[81] Necessary in question 1.e. to skip question 2.b., 2.c, 2.d, 2.e.
[82] Questions 2.b, 2.c., 2.d., 2.e. and 2.f., which had the option “I do not engage in physical activity” for participants who had previously answered “no” to question 1.e. (“Do you engage in physical activity?”).

solution was to manually delete all answers from 2.c. – 2.g. for those who had answered that they did not engage in physical activity.

Additionally, another thing to keep in mind is that the data analysis doesn't take into special consideration the people who engage in physical activity more than twice a week, which is the main factor for the designed profile of the athletic population. The reason why this population was not selected in detail is because the sample was too small (N= 55) to consider doing any type of statistic tests relying on it.

Focus Group Research participants.

The Focus Group Research participant sample should have been larger and the selection should have been made using particular criteria — a stratified sample — taking several factors into consideration.

Other than dividing the groups in ages and lifestyle (physically active or inactive), segmenting the groups by sociodemographic data (indicators such as gender, age, household income, medical conditions and location) would have also been an interesting approach. Having groups will well-balanced gender and age ratios, variations in household incomes and locations would make results more generalizable and reliable, because results wouldn't be so focused in one single population with a specific background, culture and/or mentality.

Additionally, separating groups by motivation, considering indicators as: body weight, body composition and sports history (even if currently sedentary/physically inactive), would have also been very convenient. Mainly because those might be indicators as to participants' initial motivation (or lack of motivation) towards sports (e.g. weight loss, weight gain, obesity complexes). Taking sports history into account would help sort out any possible differences or reactions that may exist between participants who have had previous athletic experiences, thus influencing their reaction to the sports advertising, since they might have identified with it more easily due to their sports experience and history.

Unfortunately, the research presented budget and time limitations that did not allow for the exploration of these components and indicators during the Focus Group Research participants selection.

Evaluation of research participants.

Firstly, including individuals' physical evaluation in the selection process is very important and, if there were to be a mistake, it could compromise the research's final result. The physical evaluation can help understand, on a general note, if individuals with higher body fat have a more negative body image than individuals will less body fat. Although many studies in the field have used BMI (Body Mass Index) to evaluate participants' physical condition, we emphasize the use of Body Fat

measurement techniques, because using BMI is not the best credible source of physical condition evaluation. The BMI, as the actual name suggests, evaluates the Body Mass Index through calculations made with the height and weight of an individual, regardless that the “mass index” could be muscle mass or fat mass.

In order to solve this issue, the body fat percentage of an individual could easily be measured with a digital weight scale, using a Bio Impedance Bipolar method. However, the Bio Impedance Bipolar method isn’t 100% trustworthy due to the way the actual weight scale calculates the acquired data (because it only evaluates through the electric impulses acquired from the base, where the feet are). Considering this, the best method of evaluation would be through a Body Composition Evaluation done by a qualified professional that measures the fat of an individual and then calculates the results through a specific formula in order to obtain a precise and rigorous result. Another possibility, to be less invasive, would be through a Tetrapolar Impedance method (where the individual lies down and electrodes are connected to feet and hands).

Additionally, in a future scenario, the use of specialized equipment and trained professionals can be achieved in collaboration with the Health Sciences Department in order to use their weight scales.

Secondly, the selection process of the Focus Group Research’s participants is a determining factor. The plan was to contact a familiar, local sports center, anonymously request data (that considers factors like age, physical condition, body fat percentage, motivations and others) from a few unidentified members and posteriorly, gather and divide them into groups (A and B). In case this plan didn’t work, contacts could be made in other sports centers and businesses in the area, applying the same method, or participants could be gathered through contacts in the University of Aveiro (in various Departments and such), acquaintances from other places and, if all else failed, some distant family members. Nevertheless, family members as Focus Group Research participants were not prioritized, counting that their answers might be influenced by the proximity factor that they have with the interviewer.

Focus Group Research location.

Due to financial limitations and a broken agreement that had been made with a sports entity, the Focus Group Research sessions’ location was compromised. Thankfully, a few days before the sessions were schedule, the director of Dance Soul Academy, a dance studio located in Aveiro, made one of their rooms available providing a comfortable lounge space for the sessions to occur.

Future Directions

Focus Group Research participants.

In future studies, the Focus Group Research should consist in a larger sample, considering not only the main dimensions, sedentary and athletic. It would have been interesting to explore further

indicators such as participants' sports history, body weight, body composition, gender and age[83], household income (socioeconomic status), place of residence and medical conditions. These factors have presented themselves as very important in order to create a solid group that could provide consistent results, as it is believed that they may contribute in the clarification and posterior justification of sports advertising's influence in individuals. However, in the present research, it was not possible to proceed with the exploration of these indicators.

Firstly, sports history, body weight and body composition should be considered because these factors can help understand at what level of sedentarism or athleticism an individual is. This is important, because it can help comprehend abnormal, unexpected cases (e.g. previous athlete that is now sedentary, or potential athlete who used to be sedentary, underweight sedentary, overweight athlete) that might be an important element in not only how media affects people, but exactly how one type of population reacts to media and if influence diverges significantly from other populations.

Secondly, gender should be contemplated. Although according to the Online Research Survey gender did not seem to be significantly related to any of the tested variables, the survey data results cannot be generalized, hence further testing must be made in order to clarify this aspect. Considering that gender is frequently studied separately (Borzekowski et al., 2005; Markey et al., 2005; McCabe et al., 2001), perhaps with a larger sample, gender is, in fact, a significant variable and could eventually provide valuable information for the design of additional advertising strategies for brands to reach their targeted audience.

Additionally, age should be considered, accordingly to the target research subjects, since the Online Research Survey found age to be significantly related to watching sports advertising. Also, bearing in mind some generations have grown up with the existing of the Internet and others have not, therefore different generations most probably deviate in opinion and perspective, especially due to their familiarity with audiovisual media and social media.

Socioeconomic status and place of residence should be determining factors, because individuals' distinct social economic statuses and from different places of residence (e.g. individuals who live in rural areas, away from big cities), most likely influence individuals' cultural background. Cultural background and social economic status has proven to be pivotal in participant feedback. Some participants had very shut mentalities which created some tension throughout the group discussion due to the bitter and narrow-minded statements made, concerning both financial aspects and perspective in sports. This tension inhibited participants to feel comfortable enough in engaging in

[83] Although gender and age were taken into consideration when analyzing statistically the Online Research Survey data, it was not contemplated as much in the Focus Group Research

a laidback conversation, which limited the conversation's trajectory and possibly, the participants' openness.

Also, it would be interesting to take medical conditions into consideration to identify more clearly how brands' sports advertising can appeal to a specific population that includes people with certain disabilities, injuries, or diseases. In this research, there were a few cases where perhaps medical condition where a determining factor in participants' response and feedback to the screened video.[84] Therefore, there is a possibility that medical conditions have played an important part in participants' self-perception and reaction to the workout, which could have constrained their responses and feedback.

The addition of more Focus Group Research sessions could also be useful, for example, doing three Focus Group Research sessions instead of two, in order to make participants more familiar with a few topics or the actual group so the video impact isn't too harsh on people who have never seen or been in contact with that type of video content.

Furthermore, another option would be to conduct a long-term exposure of audiovisual sports advertising in the study subjects, inciting spontaneous reactions from them, in order to subsequently investigate what that reaction was and what their actual feedback is. This would most likely require for the research design to be a longitudinal study. A longitudinal study in this subject would be interesting, because it would allow the investigator to understand if audiovisual sports advertising's influence is short-term or actually produces a long-term impact. A short-term impact could possibly be anything, from a bitter, closed-minded reaction to a sudden impulse to challenge oneself. It is likely for audiovisual sports advertising to cause a long-term impact, considering that according to most Focus Group Research participants seemed to be more open to what they are familiar with. For example, a long-term exposure to a specific type of sports advertising could make participants become more acquainted with an unknown sports modality (aiming to break stereotypes or introduce a new perspective). This could seriously stimulate sedentary participants to become more opened to engaging in sports that may eventually challenge them into changing their lifestyle and engage in physical activity more frequently.

Focus Group Research video.

The video screening in this study was on a laptop screen, without projection or amplified sound, in order to simulate the actual viewing method on a daily basis, however, it would be noteworthy to find out if on a bigger screen, participants reacted differently and perhaps the video provoked a

[84] A participant who had undergone a cervical spine surgery, an asthmatic participant and one participant who claimed she had physical injuries (i.e. knees and cervical spine).

bigger impact on participants. Another interesting component to study in the future would be that of different videos, in order to know whether different videos could cause a whole different impact on viewers. Perhaps the video could display less athletic-looking people, different sports modalities, or have a longer duration (minimum video length above three minutes).

Research topic focus.

This research has brought to light a few suggestions for future studies. Since individuals who are familiar with CrossFit exhibited different traits than individuals who were not, this hints that the CrossFit brand has an established brand community that is worth investigating in various levels, such as audiovisual sports content's impact in athletic performance. This topic is opportune, considering that CrossFit is increasingly becoming a popular subject of scientific studies. One more topic of interest would be to comprehend how individuals with physical disabilities or injuries react to audiovisual sports content, for example, if they feel more motivated or empowered to overcome their limitations. An additional subject of study would be to find out if audiovisual sports content and subsequently, engaging in physical activity, ultimately transforms a non-competitive person into a competitive person. Lastly, it would valuable to transform this research into a model, or a starting point for new investigations in the field and for the development of future audiovisual sports advertisements.

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APPENDICES

Appendix A – Online Research Survey Analysis Acronym List

Appendix B – Online Research Survey

Appendix C – Online Research Survey SPSS Data Analysis

Appendix D – Focus Group Research Script

Appendix E – Focus Group Research Workout Poster

Appendix F – Focus Group Research Observation Checklist

Appendix G – Focus Group Research Transcript – Session 1

Appendix H – Focus Group Research Transcript – Session 2

Appendix A

Online Research Survey Analysis Acronym List

AFTSPW	Average frequency of training sessions per week
ALTS	Average length of each training session
AMNTS	Am motivated for the next training session
ATL	Athletic
AVS	Am very sweaty
CYAS	Consider yourself an athletic or sedentary person
EPA	Engage in physical activity
FC	Feel confident
FEN	Feel energetic
FEX	Feel exhausted
FFE	Feel full of energy
FGO	Feeling guilt or obligation
FM	Feel motivated
FSB	Feel shortness of breath
GWF	Going with friends
HNAG	Have new sports apparel or gear
HTP	Having a training program
SED	Sedentary
SRA	Sweat right away
SSMS	See social media shares associated with healthy lifestyles
SSPT	Schedule a session with a Personal Trainer
WIFV	Watch inspirational fitness videos
WSA	Watch sports advertising

Appendix B

Online Research Survey

1 → IDENTIDADE

a. Idade *

b. Género *

A Feminino

B Masculino

c. País de Residência *

d. Região *

Escolha uma opção da lista. Se escreveu acima que não reside em Portugal, escolha a opção "Nenhuma, moro no estrangeiro".

Digita ou seleciona uma opção

0 de 16 respondidas

1 → IDENTIDADE

A Feminino

B Masculino

c. País de Residência*

d. Região*

Escolha uma opção da lista. Se escreveu acima que não reside em Portugal, escolha a opção "Nenhuma, moro no estrangeiro".

Digita ou seleciona uma opção

e. Pratica atividade física?*

S Sim

N Não

0 de 16 respondidas

2 → ESTILO DE VIDA

a. Considera-se uma pessoa atlética ou sedentária? *

A Atlética

B Sedentária

b. Modalidades desportivas praticadas

Para adicionar um parágrafo, pressione SHIFT + ENTER

c. Qual a duração média de cada sessão de treino? *

Selecione uma opção da lista. Se não pratica atividade física, selecione a opção "Não pratico atividade física".

Digita ou seleciona uma opção

d. Em média, quantas sessões de treino realiza por semana? *

0 de 16 respondidas

2 → ESTILO DE VIDA

d. Em média, quantas sessões de treino realiza por semana?*

Selecione uma opção da lista. Se não pratica atividade física, selecione a opcão "Não pratico atividade física".

Digita ou seleciona uma opção

e. "Nos primeiros 15 minutos da sessão de treino, costumo..."

Selecione uma ou mais opções.

Podem ser selecionadas várias opções

- A Transpirar de imediato
- B Sentir-me ofegante
- C Sentir-me motivado(a)
- D Sentir-me energético(a)

f. "No final da sessão de treino, costumo..."

Selecione uma ou mais opções.

0 de 16 respondidas

2 → ESTILO DE VIDA

f. "No final da sessão de treino, costumo..."

Selecione uma ou mais opções.

Podem ser selecionadas várias opções

- A Sentir-me exausto(a)
- B Estar muito transpirado(a)
- C Estar motivado(a) para a próxima sessão de treino
- D Sentir-me confiante
- E Sentir-me cheio(a) de energia

3 → OPINIÃO

a. "Sinto-me especialmente com vontade de treinar quando..."*

Selecione uma ou mais opções.

Podem ser selecionadas várias opções

0 de 16 respondidas

3 → OPINIÃO

a. "Sinto-me especialmente com vontade de treinar quando..."*

Selecione uma ou mais opções.

Podem ser selecionadas várias opções

- A Vou com o(s) meu(s) amigo(s)
- B Vejo partilhas nas redes sociais associadas a estilos de vida saudáveis
- C Tenho uma programação de treino
- D Vejo vídeos inspiracionais de fitness
- E Marco a sessão com um(a) PT
- F Assisto a publicidades desportivas
- G Tenho sensação de culpa ou de dever
- H Tenho equipamento/material novo

b. Classifique o corpo seguinte no que diz respeito ao nível de condição física aparente.*

1 Mau, 2 Razoável, 3 Bom, 4 Excelente

3 → OPINIÃO

b. Classifique o corpo seguinte no que diz respeito ao nível de condição física aparente.*

1 Mau, 2 Razoável, 3 Bom, 4 Excelente

1 2 3 4

c. Classifique o corpo seguinte no que diz respeito ao nível de

0 de 16 respondidas

3 → OPINIÃO

c. Classifique o corpo seguinte no que diz respeito ao nível de condição física aparente.*

1 Mau, 2 Razoável, 3 Bom, 4 Excelente

0 de 16 respondidas

3 → OPINIÃO

1 2 3 4

d. Indique um vídeo desportivo que tenha gostado.

Pode descrever brevemente o vídeo, mencionar o autor, a marca representante ou partilhar o link.

Para adicionar um parágrafo, pressione SHIFT + ENTER

4 → Contacto

Se desejar ser contactado(a) para receber notícias relativas à investigação, deixe o seu contacto de e-mail. Obrigada.

Muito obrigada pela sua colaboração.

Jennifer Santos

0 de 16 respondidas

Appendix C

Online Research Survey SPSS Data Analysis

T-Test

Group Statistics

	See social media shares associated with healthy lifestyles	N	Mean	Std. Deviation
Go with friends	No	194	.56	.497
	Yes	31	.48	.508
Have a training program	No	194	.35	.477
	Yes	31	.19	.402
Watch inspirational fitness videos	No	194	.16	.367
	Yes	31	.13	.341
Schedule a session with a PT	No	194	.06	.232
	Yes	31	.10	.301
Watch sports advertising	No	194	.06	.232
	Yes	31	.00	.000
Feel guilt or obligation	No	194	.29	.457
	Yes	31	.19	.402
Have new sports apparel or gear	No	194	.22	.416
	Yes	31	.45	.506
Classify the following male body according to the apparent level of physical condition	No	194	2.97	.719
	Yes	31	2.87	.718
Classify the following female body according to the apparent level of physical condition	No	194	2.70	.764
	Yes	31	2.42	.848

Group Statistics

	See social media shares associated with healthy lifestyles	Std. Error Mean
Go with friends	No	.036
	Yes	.091
Have a training program	No	.034
	Yes	.072
Watch inspirational fitness videos	No	.026
	Yes	.061
Schedule a session with a PT	No	.017
	Yes	.054
Watch sports advertising	No	.017
	Yes	.000
Feel guilt or obligation	No	.033
	Yes	.072
Have new sports apparel or gear	No	.030
	Yes	.091
Classify the following male body according to the apparent level of physical condition	No	.052
	Yes	.129
Classify the following female body according to the apparent level of physical condition	No	.055
	Yes	.152

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
Go with friends	Equal variances assumed	.410	.522	.808
	Equal variances not assumed			.796
Have a training program	Equal variances assumed	19.428	.000	1.680
	Equal variances not assumed			1.901
Watch inspirational fitness videos	Equal variances assumed	.816	.367	.437
	Equal variances not assumed			.462
Schedule a session with a PT	Equal variances assumed	2.766	.098	-.855
	Equal variances not assumed			-.709
Watch sports advertising	Equal variances assumed	8.362	.004	1.359
	Equal variances not assumed			3.406
Feel guilt or obligation	Equal variances assumed	7.272	.008	1.153
	Equal variances not assumed			1.265
Have new sports apparel or gear	Equal variances assumed	12.888	.000	-2.768
	Equal variances not assumed			-2.404
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.019	.891	.705
	Equal variances not assumed			.706
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.596	.441	1.877
	Equal variances not assumed			1.741

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Go with friends	Equal variances assumed	223	.420	.078
	Equal variances not assumed	39.752	.431	.078
Have a training program	Equal variances assumed	223	.094	.152
	Equal variances not assumed	44.678	.064	.152
Watch inspirational fitness videos	Equal variances assumed	223	.663	.031
	Equal variances not assumed	41.952	.647	.031
Schedule a session with a PT	Equal variances assumed	223	.393	-.040
	Equal variances not assumed	35.928	.483	-.040
Watch sports advertising	Equal variances assumed	223	.176	.057
	Equal variances not assumed	193.000	.001	.057
Feel guilt or obligation	Equal variances assumed	223	.250	.100
	Equal variances not assumed	43.391	.212	.100
Have new sports apparel or gear	Equal variances assumed	223	.006	-.230
	Equal variances not assumed	36.782	.021	-.230
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	223	.481	.098
	Equal variances not assumed	40.216	.484	.098
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	223	.062	.282
	Equal variances not assumed	38.197	.090	.282

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Go with friends	Equal variances assumed	.096	-.112	.268
	Equal variances not assumed	.098	-.120	.276
Have a training program	Equal variances assumed	.090	-.026	.330
	Equal variances not assumed	.080	-.009	.313
Watch inspirational fitness videos	Equal variances assumed	.070	-.108	.169
	Equal variances not assumed	.067	-.104	.165
Schedule a session with a PT	Equal variances assumed	.047	-.132	.052
	Equal variances not assumed	.056	-.155	.074
Watch sports advertising	Equal variances assumed	.042	-.026	.139
	Equal variances not assumed	.017	.024	.090
Feel guilt or obligation	Equal variances assumed	.087	-.071	.272
	Equal variances not assumed	.079	-.059	.260
Have new sports apparel or gear	Equal variances assumed	.083	-.394	-.066
	Equal variances not assumed	.096	-.424	-.036
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.139	-.176	.372
	Equal variances not assumed	.139	-.183	.379
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.150	-.014	.577
	Equal variances not assumed	.162	-.046	.609

T-Test

Group Statistics

	Watch inspirational fitness videos	N	Mean	Std. Deviation
Go with friends	No	190	.55	.499
	Yes	35	.54	.505
Have a training program	No	190	.30	.459
	Yes	35	.46	.505
See social media shares associated with healthy lifestyles	No	190	.14	.350
	Yes	35	.11	.323
Schedule a session with a PT	No	190	.06	.244
	Yes	35	.06	.236
Watch sports advertising	No	190	.05	.213
	Yes	35	.06	.236
Feel guilt or obligation	No	190	.28	.452
	Yes	35	.26	.443
Have new sports apparel or gear	No	190	.23	.423
	Yes	35	.37	.490
Classify the following male body according to the apparent level of physical condition	No	190	2.94	.746
	Yes	35	3.06	.539
Classify the following female body according to the apparent level of physical condition	No	190	2.66	.799
	Yes	35	2.69	.676

Group Statistics

	Watch inspirational fitness videos	Std. Error Mean
Go with friends	No	.036
	Yes	.085
Have a training program	No	.033
	Yes	.085
See social media shares associated with healthy lifestyles	No	.025
	Yes	.055
Schedule a session with a PT	No	.018
	Yes	.040
Watch sports advertising	No	.015
	Yes	.040
Feel guilt or obligation	No	.033
	Yes	.075
Have new sports apparel or gear	No	.031
	Yes	.083
Classify the following male body according to the apparent level of physical condition	No	.054
	Yes	.091
Classify the following female body according to the apparent level of physical condition	No	.058
	Yes	.114

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
Go with friends	Equal variances assumed	.039	.843	.106
	Equal variances not assumed			.105
Have a training program	Equal variances assumed	5.955	.015	-1.830
	Equal variances not assumed			-1.714
See social media shares associated with healthy lifestyles	Equal variances assumed	.807	.370	.437
	Equal variances not assumed			.462
Schedule a session with a PT	Equal variances assumed	.073	.787	.135
	Equal variances not assumed			.138
Watch sports advertising	Equal variances assumed	.237	.627	-.245
	Equal variances not assumed			-.229
Feel guilt or obligation	Equal variances assumed	.463	.497	.326
	Equal variances not assumed			.331
Have new sports apparel or gear	Equal variances assumed	7.901	.005	-1.752
	Equal variances not assumed			-1.583
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	5.891	.016	-.910
	Equal variances not assumed			-1.135
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	2.701	.102	-.193
	Equal variances not assumed			-.217

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Go with friends	Equal variances assumed	223	.915	.010
	Equal variances not assumed	47.007	.917	.010
Have a training program	Equal variances assumed	223	.069	-.157
	Equal variances not assumed	44.952	.094	-.157
See social media shares associated with healthy lifestyles	Equal variances assumed	223	.663	.028
	Equal variances not assumed	49.907	.646	.028
Schedule a session with a PT	Equal variances assumed	223	.893	.006
	Equal variances not assumed	48.421	.891	.006
Watch sports advertising	Equal variances assumed	223	.806	-.010
	Equal variances not assumed	44.834	.820	-.010
Feel guilt or obligation	Equal variances assumed	223	.744	.027
	Equal variances not assumed	47.959	.742	.027
Have new sports apparel or gear	Equal variances assumed	223	.081	-.140
	Equal variances not assumed	43.815	.121	-.140
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	223	.364	-.120
	Equal variances not assumed	60.859	.261	-.120
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	223	.847	-.028
	Equal variances not assumed	53.129	.829	-.028

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Go with friends	Equal variances assumed	.092	-.171	.191
	Equal variances not assumed	.093	-.177	.196
Have a training program	Equal variances assumed	.086	-.326	.012
	Equal variances not assumed	.092	-.342	.028
See social media shares associated with healthy lifestyles	Equal variances assumed	.064	-.098	.153
	Equal variances not assumed	.060	-.093	.149
Schedule a session with a PT	Equal variances assumed	.045	-.082	.094
	Equal variances not assumed	.044	-.082	.094
Watch sports advertising	Equal variances assumed	.040	-.088	.069
	Equal variances not assumed	.043	-.096	.076
Feel guilt or obligation	Equal variances assumed	.083	-.136	.191
	Equal variances not assumed	.082	-.137	.192
Have new sports apparel or gear	Equal variances assumed	.080	-.297	.017
	Equal variances not assumed	.088	-.318	.038
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.132	-.381	.140
	Equal variances not assumed	.106	-.332	.092
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.144	-.311	.256
	Equal variances not assumed	.128	-.285	.229

T-Test

Group Statistics

	Watch sports advertising	N	Mean	Std. Deviation
Go with friends	No	214	.56	.498
	Yes	11	.45	.522
Have a training program	No	214	.34	.474
	Yes	11	.09	.302
See social media shares associated with healthy lifestyles	No	214	.14	.353
	Yes	11	.00	.000
Schedule a session with a PT	No	214	.06	.239
	Yes	11	.09	.302
Watch inspirational fitness videos	No	214	.15	.362
	Yes	11	.18	.405
Feel guilt or obligation	No	214	.27	.446
	Yes	11	.45	.522
Have new sports apparel or gear	No	214	.24	.427
	Yes	11	.55	.522
Classify the following male body according to the apparent level of physical condition	No	214	2.97	.725
	Yes	11	2.64	.505
Classify the following female body according to the apparent level of physical condition	No	214	2.66	.793
	Yes	11	2.73	.467

Group Statistics

	Watch sports advertising	Std. Error Mean
Go with friends	No	.034
	Yes	.157
Have a training program	No	.032
	Yes	.091
See social media shares associated with healthy lifestyles	No	.024
	Yes	.000
Schedule a session with a PT	No	.016
	Yes	.091
Watch inspirational fitness videos	No	.025
	Yes	.122
Feel guilt or obligation	No	.030
	Yes	.157
Have new sports apparel or gear	No	.029
	Yes	.157
Classify the following male body according to the apparent level of physical condition	No	.050
	Yes	.152
Classify the following female body according to the apparent level of physical condition	No	.054
	Yes	.141

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
Go with friends	Equal variances assumed	.016	.900	.658
	Equal variances not assumed			.630
Have a training program	Equal variances assumed	32.253	.000	1.700
	Equal variances not assumed			2.544
See social media shares associated with healthy lifestyles	Equal variances assumed	10.708	.001	1.359
	Equal variances not assumed			6.007
Schedule a session with a PT	Equal variances assumed	.609	.436	-.402
	Equal variances not assumed			-.327
Watch inspirational fitness videos	Equal variances assumed	.224	.637	-.245
	Equal variances not assumed			-.222
Feel guilt or obligation	Equal variances assumed	2.663	.104	-1.321
	Equal variances not assumed			-1.144
Have new sports apparel or gear	Equal variances assumed	3.860	.051	-2.301
	Equal variances not assumed			-1.918
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.057	.811	1.516
	Equal variances not assumed			2.098
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	5.394	.021	-.283
	Equal variances not assumed			-.453

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Go with friends	Equal variances assumed	223	.511	.102
	Equal variances not assumed	10.956	.541	.102
Have a training program	Equal variances assumed	223	.091	.246
	Equal variances not assumed	12.688	.025	.246
See social media shares associated with healthy lifestyles	Equal variances assumed	223	.176	.145
	Equal variances not assumed	213.000	.000	.145
Schedule a session with a PT	Equal variances assumed	223	.688	-.030
	Equal variances not assumed	10.658	.750	-.030
Watch inspirational fitness videos	Equal variances assumed	223	.806	-.028
	Equal variances not assumed	10.839	.829	-.028
Feel guilt or obligation	Equal variances assumed	223	.188	-.184
	Equal variances not assumed	10.762	.277	-.184
Have new sports apparel or gear	Equal variances assumed	223	.022	-.307
	Equal variances not assumed	10.699	.082	-.307
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	223	.131	.336
	Equal variances not assumed	12.226	.057	.336
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	223	.777	-.068
	Equal variances not assumed	13.173	.658	-.068

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Go with friends	Equal variances assumed	.154	-.203	.406
	Equal variances not assumed	.161	-.253	.456
Have a training program	Equal variances assumed	.144	-.039	.530
	Equal variances not assumed	.097	.037	.455
See social media shares associated with healthy lifestyles	Equal variances assumed	.107	-.065	.355
	Equal variances not assumed	.024	.097	.192
Schedule a session with a PT	Equal variances assumed	.075	-.178	.118
	Equal variances not assumed	.092	-.234	.174
Watch inspirational fitness videos	Equal variances assumed	.113	-.249	.194
	Equal variances not assumed	.124	-.302	.247
Feel guilt or obligation	Equal variances assumed	.139	-.457	.090
	Equal variances not assumed	.160	-.537	.170
Have new sports apparel or gear	Equal variances assumed	.133	-.570	-.044
	Equal variances not assumed	.160	-.661	.047
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.221	-.101	.772
	Equal variances not assumed	.160	-.012	.683
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.242	-.545	.408
	Equal variances not assumed	.151	-.394	.257

T-Test

Group Statistics

	Do you engage in physical activity?	N	Mean	Std. Deviation
Classify the following male body according to the apparent level of physical condition	No	66	2.85	.662
	Yes	159	3.00	.738
Classify the following female body according to the apparent level of physical condition	No	66	2.50	.827
	Yes	159	2.73	.752

Group Statistics

	Do you engage in physical activity?	Std. Error Mean
Classify the following male body according to the apparent level of physical condition	No	.081
	Yes	.059
Classify the following female body according to the apparent level of physical condition	No	.102
	Yes	.060

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.018	.893	-1.444
	Equal variances not assumed			-1.510
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	1.420	.235	-2.023
	Equal variances not assumed			-1.945

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	223	.150	-.152
	Equal variances not assumed	134.585	.133	-.152
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	223	.044	-.230
	Equal variances not assumed	111.819	.054	-.230

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.105	-.358	.055
	Equal variances not assumed	.100	-.350	.047
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.113	-.453	-.006
	Equal variances not assumed	.118	-.463	.004

T-Test

Group Statistics

	Do you consider yourself an athletic or sedentary person?	N	Mean	Std. Deviation
Classify the following male body according to the apparent level of physical condition	Sedentary	99	2.86	.742
	Athletic	126	3.03	.692
Classify the following female body according to the apparent level of physical condition	Sedentary	99	2.61	.879
	Athletic	126	2.71	.694

Group Statistics

	Do you consider yourself an athletic or sedentary person?	Std. Error Mean
Classify the following male body according to the apparent level of physical condition	Sedentary	.075
	Athletic	.062
Classify the following female body according to the apparent level of physical condition	Sedentary	.088
	Athletic	.062

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	3.135	.078	-1.804
	Equal variances not assumed			-1.789
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	8.522	.004	-.957
	Equal variances not assumed			-.931

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	223	.073	-.173
	Equal variances not assumed	203.229	.075	-.173
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	223	.340	-.100
	Equal variances not assumed	183.071	.353	-.100

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.096	-.362	.016
	Equal variances not assumed	.097	-.364	.018
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.105	-.307	.106
	Equal variances not assumed	.108	-.313	.112

T-Test

Group Statistics

	Do you engage in physical activity?	N	Mean	Std. Deviation
Go with friends	No	66	.47	.503
	Yes	159	.58	.494
See social media shares associated with healthy lifestyles	No	66	.15	.361
	Yes	159	.13	.340
Have a training program	No	66	.06	.240
	Yes	159	.43	.497
Watch inspirational fitness videos	No	66	.09	.290
	Yes	159	.18	.387
Schedule a session with a PT	No	66	.06	.240
	Yes	159	.06	.244
Watch sports advertising	No	66	.03	.173
	Yes	159	.06	.232
Feel guilt or obligation	No	66	.41	.495
	Yes	159	.23	.420
Have new sports apparel or gear	No	66	.12	.329
	Yes	159	.31	.463
Classify the following male body according to the apparent level of physical condition	No	66	2.85	.662
	Yes	159	3.00	.738
Classify the following female body according to the apparent level of physical condition	No	66	2.50	.827
	Yes	159	2.73	.752

Group Statistics

	Do you engage in physical activity?	Std. Error Mean
Go with friends	No	.062
	Yes	.039
See social media shares associated with healthy lifestyles	No	.044
	Yes	.027
Have a training program	No	.030
	Yes	.039
Watch inspirational fitness videos	No	.036
	Yes	.031
Schedule a session with a PT	No	.030
	Yes	.019
Watch sports advertising	No	.021
	Yes	.018
Feel guilt or obligation	No	.061
	Yes	.033
Have new sports apparel or gear	No	.040
	Yes	.037
Classify the following male body according to the apparent level of physical condition	No	.081
	Yes	.059
Classify the following female body according to the apparent level of physical condition	No	.102
	Yes	.060

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
Go with friends	Equal variances assumed	1.403	.238	-1.584
	Equal variances not assumed			-1.572
See social media shares associated with healthy lifestyles	Equal variances assumed	.577	.448	.384
	Equal variances not assumed			.374
Have a training program	Equal variances assumed	413.456	.000	-5.819
	Equal variances not assumed			-7.573
Watch inspirational fitness videos	Equal variances assumed	13.909	.000	-1.728
	Equal variances not assumed			-1.944
Schedule a session with a PT	Equal variances assumed	.017	.898	-.064
	Equal variances not assumed			-.065
Watch sports advertising	Equal variances assumed	2.860	.092	-.831
	Equal variances not assumed			-.936
Feel guilt or obligation	Equal variances assumed	20.805	.000	2.815
	Equal variances not assumed			2.629
Have new sports apparel or gear	Equal variances assumed	52.469	.000	-2.980
	Equal variances not assumed			-3.420
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.018	.893	-1.444
	Equal variances not assumed			-1.510
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	1.420	.235	-2.023
	Equal variances not assumed			-1.945

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Go with friends	Equal variances assumed	223	.115	-.115
	Equal variances not assumed	119.666	.119	-.115
See social media shares associated with healthy lifestyles	Equal variances assumed	223	.702	.019
	Equal variances not assumed	115.064	.709	.019
Have a training program	Equal variances assumed	223	.000	-.373
	Equal variances not assumed	217.991	.000	-.373
Watch inspirational fitness videos	Equal variances assumed	223	.085	-.091
	Equal variances not assumed	160.854	.054	-.091
Schedule a session with a PT	Equal variances assumed	223	.949	-.002
	Equal variances not assumed	122.977	.949	-.002
Watch sports advertising	Equal variances assumed	223	.407	-.026
	Equal variances not assumed	161.406	.351	-.026
Feel guilt or obligation	Equal variances assumed	223	.005	.183
	Equal variances not assumed	105.663	.010	.183
Have new sports apparel or gear	Equal variances assumed	223	.003	-.187
	Equal variances not assumed	168.981	.001	-.187
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	223	.150	-.152
	Equal variances not assumed	134.585	.133	-.152
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	223	.044	-.230
	Equal variances not assumed	111.819	.054	-.230

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Go with friends	Equal variances assumed	.073	-.259	.028
	Equal variances not assumed	.073	-.260	.030
See social media shares associated with healthy lifestyles	Equal variances assumed	.051	-.080	.119
	Equal variances not assumed	.052	-.084	.122
Have a training program	Equal variances assumed	.064	-.500	-.247
	Equal variances not assumed	.049	-.471	-.276
Watch inspirational fitness videos	Equal variances assumed	.053	-.196	.013
	Equal variances not assumed	.047	-.184	.001
Schedule a session with a PT	Equal variances assumed	.036	-.072	.068
	Equal variances not assumed	.035	-.072	.068
Watch sports advertising	Equal variances assumed	.032	-.089	.036
	Equal variances not assumed	.028	-.082	.029
Feel guilt or obligation	Equal variances assumed	.065	.055	.311
	Equal variances not assumed	.069	.045	.320
Have new sports apparel or gear	Equal variances assumed	.063	-.311	-.063
	Equal variances not assumed	.055	-.295	-.079
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.105	-.358	.055
	Equal variances not assumed	.100	-.350	.047
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.113	-.453	-.006
	Equal variances not assumed	.118	-.463	.004

T-Test

Group Statistics

	Do you engage in physical activity?	N	Mean	Std. Deviation
Classify the following male body according to the apparent level of physical condition	No	66	2.85	.662
	Yes	159	3.00	.738
Classify the following female body according to the apparent level of physical condition	No	66	2.50	.827
	Yes	159	2.73	.752

Group Statistics

	Do you engage in physical activity?	Std. Error Mean
Classify the following male body according to the apparent level of physical condition	No	.081
	Yes	.059
Classify the following female body according to the apparent level of physical condition	No	.102
	Yes	.060

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.018	.893	-1.444
	Equal variances not assumed			-1.510
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	1.420	.235	-2.023
	Equal variances not assumed			-1.945

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	223	.150	-.152
	Equal variances not assumed	134.585	.133	-.152
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	223	.044	-.230
	Equal variances not assumed	111.819	.054	-.230

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.105	-.358	.055
	Equal variances not assumed	.100	-.350	.047
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.113	-.453	-.006
	Equal variances not assumed	.118	-.463	.004

T-Test

Group Statistics

	Do you consider yourself an athletic or sedentary person?	N	Mean	Std. Deviation
Classify the following male body according to the apparent level of physical condition	Sedentary	99	2.86	.742
	Athletic	126	3.03	.692
Classify the following female body according to the apparent level of physical condition	Sedentary	99	2.61	.879
	Athletic	126	2.71	.694

Group Statistics

	Do you consider yourself an athletic or sedentary person?	Std. Error Mean
Classify the following male body according to the apparent level of physical condition	Sedentary	.075
	Athletic	.062
Classify the following female body according to the apparent level of physical condition	Sedentary	.088
	Athletic	.062

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	3.135	.078	-1.804
	Equal variances not assumed			-1.789
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	8.522	.004	-.957
	Equal variances not assumed			-.931

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	223	.073	-.173
	Equal variances not assumed	203.229	.075	-.173
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	223	.340	-.100
	Equal variances not assumed	183.071	.353	-.100

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Classify the following male body according to the apparent level of physical condition	Equal variances assumed	.096	-.362	.016
	Equal variances not assumed	.097	-.364	.018
Classify the following female body according to the apparent level of physical condition	Equal variances assumed	.105	-.307	.106
	Equal variances not assumed	.108	-.313	.112

T-Test

Group Statistics

	Do you engage in physical activity?	N	Mean	Std. Deviation
Do you consider yourself an athletic or sedentary person?	No	66	.08	.267
	Yes	159	.76	.428
What is the average length of a training session?	No	0[a]	.	.
	Yes	159	3.11	1.194
What is the average frequency of training sessions per week?	No	0[a]	.	.
	Yes	159	2.19	1.170
Sweat right away	No	0[a]	.	.
	Yes	159	.14	.346
Feel shortness of breath	No	0[a]	.	.
	Yes	159	.12	.325
Feel energetic	No	0[a]	.	.
	Yes	159	.43	.497
Feel motivated	No	0[a]	.	.
	Yes	159	.66	.475
Feel exhausted	No	0[a]	.	.
	Yes	159	.35	.477
Am very sweaty	No	0[a]	.	.
	Yes	159	.36	.483
Feel confident	No	0[a]	.	.
	Yes	159	.41	.493
Feel full of energy	No	0[a]	.	.
	Yes	159	.19	.397
Am motivated for my next workout session	No	0[a]	.	.
	Yes	159	.47	.501

Group Statistics

	Do you engage in physical activity?	Std. Error Mean
Do you consider yourself an athletic or sedentary person?	No	.033
	Yes	.034
What is the average length of a training session?	No	.
	Yes	.095
What is the average frequency of training sessions per week?	No	.
	Yes	.093
Sweat right away	No	.
	Yes	.027
Feel shortness of breath	No	.
	Yes	.026
Feel energetic	No	.
	Yes	.039
Feel motivated	No	.
	Yes	.038
Feel exhausted	No	.
	Yes	.038
Am very sweaty	No	.
	Yes	.038
Feel confident	No	.
	Yes	.039
Feel full of energy	No	.
	Yes	.032
Am motivated for my next workout session	No	.
	Yes	.040

a. t cannot be computed because at least one of the groups is empty.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
Do you consider yourself an athletic or sedentary person?	Equal variances assumed	46.447	.000	-12.067
	Equal variances not assumed			-14.516

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Do you consider yourself an athletic or sedentary person?	Equal variances assumed	223	.000	-.685
	Equal variances not assumed	189.242	.000	-.685

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Do you consider yourself an athletic or sedentary person?	Equal variances assumed	.057	-.797	-.573
	Equal variances not assumed	.047	-.778	-.592

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you consider yourself an athletic or sedentary person? * Sweat right away	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel shortness of breath	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel energetic	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel motivated	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel exhausted	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Am very sweaty	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel confident	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel full of energy	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Am motivated for my next workout session	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Sweat right away	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel shortness of breath	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel energetic	159	100.0%	0	0.0%	159	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is the average length of a training session? * Feel motivated	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel exhausted	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Am very sweaty	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel confident	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel full of energy	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Am motivated for my next workout session	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Sweat right away	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel shortness of breath	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel energetic	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel motivated	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel exhausted	159	100.0%	0	0.0%	159	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is the average frequency of training sessions per week? * Am very sweaty	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel confident	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel full of energy	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Am motivated for my next workout session	159	100.0%	0	0.0%	159	100.0%

Do you consider yourself an athletic or sedentary person? * Sweat right away

Crosstab

Count

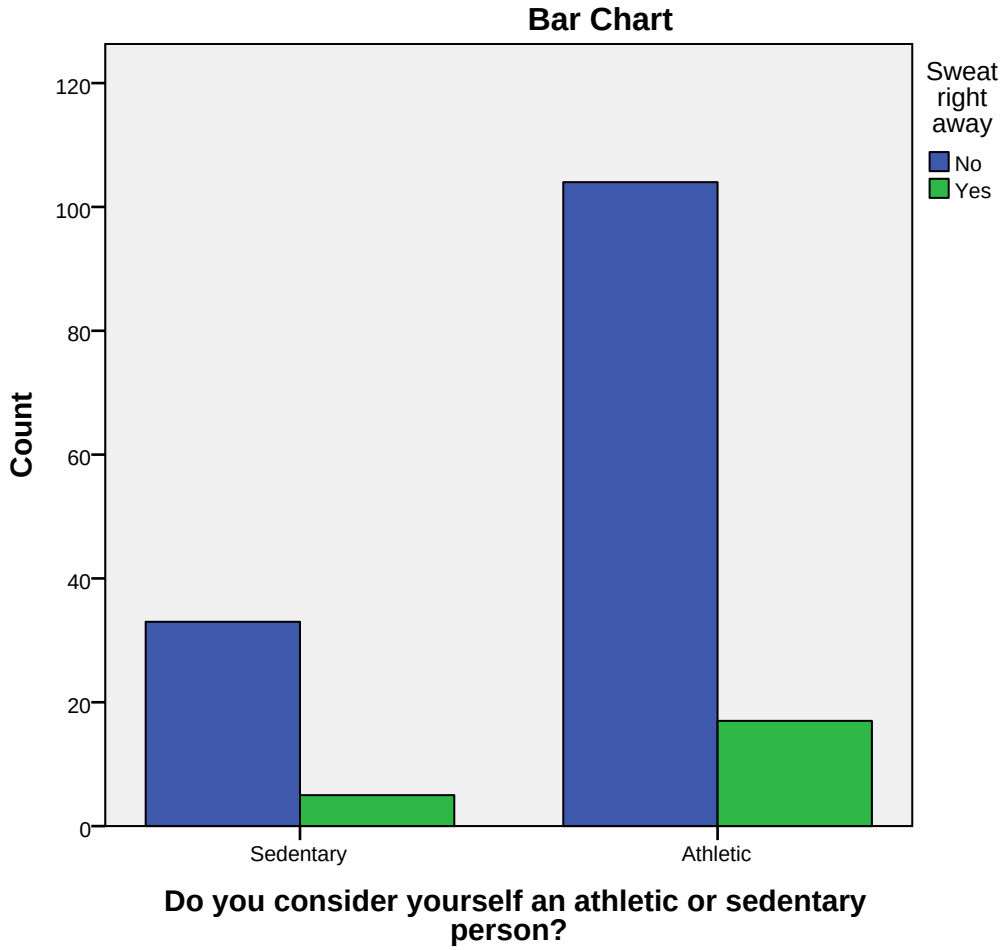
		Sweat right away		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	33	5	38
	Athletic	104	17	121
Total		137	22	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.019[a]	1	.890		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.019	1	.889		
Fisher's Exact Test				1.000	.565
Linear-by-Linear Association	.019	1	.890		
N of Valid Cases	159				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.26.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel shortness of breath

Crosstab

Count

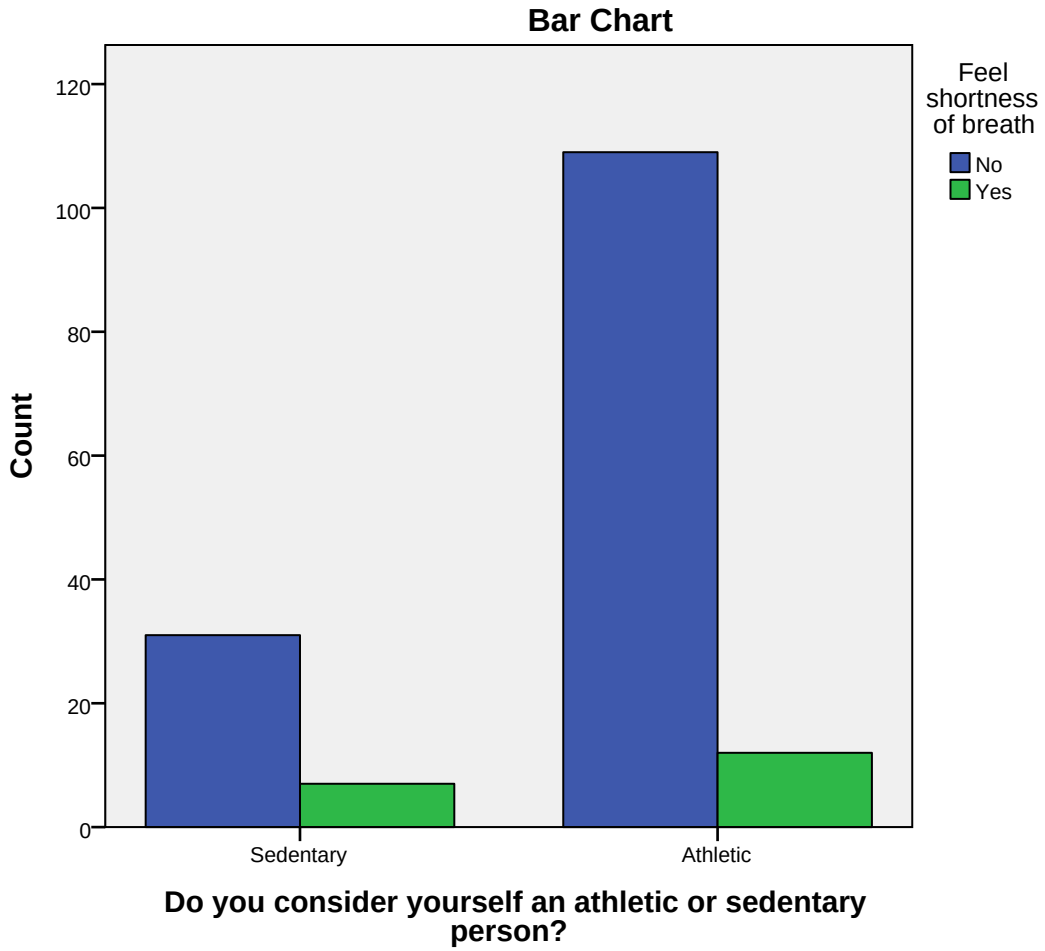
		Feel shortness of breath		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	31	7	38
	Athletic	109	12	121
Total		140	19	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.987[a]	1	.159		
Continuity Correction[b]	1.261	1	.261		
Likelihood Ratio	1.827	1	.177		
Fisher's Exact Test				.163	.132
Linear-by-Linear Association	1.975	1	.160		
N of Valid Cases	159				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.54.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel energetic

Crosstab

Count

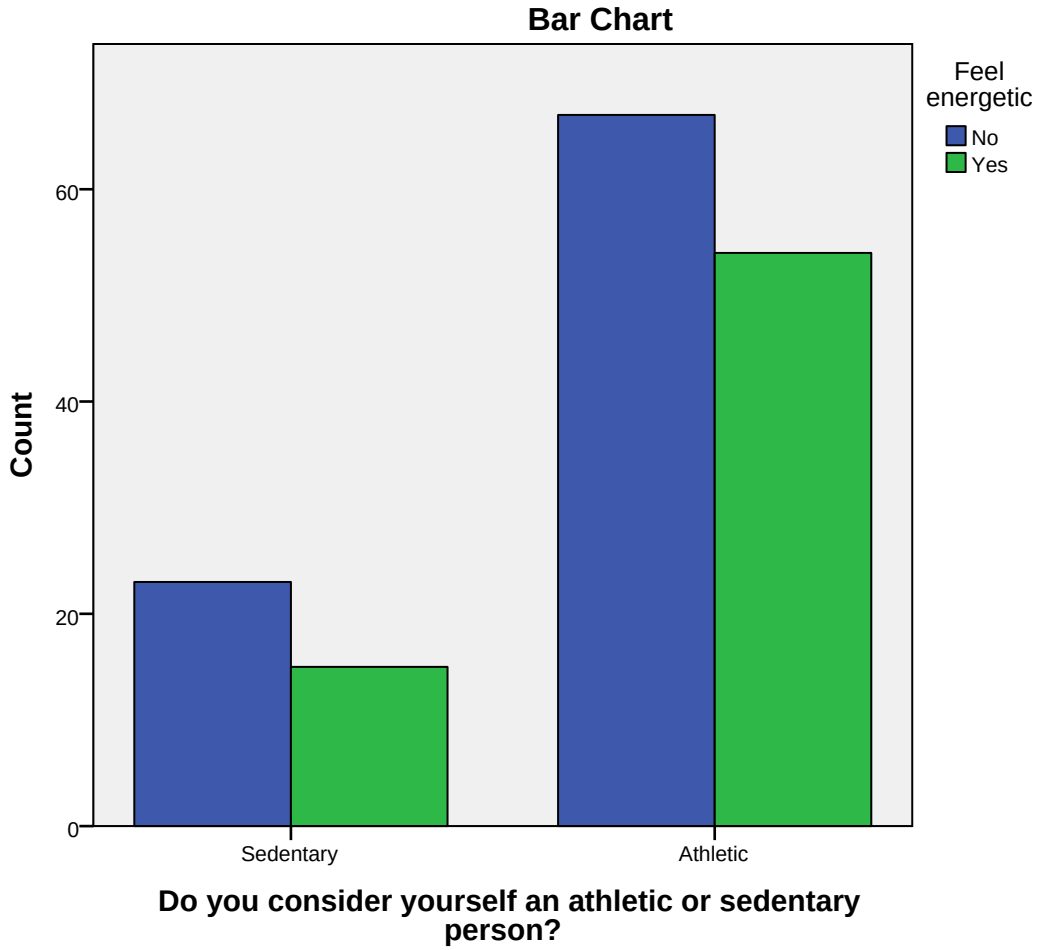
		Feel energetic		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	23	15	38
	Athletic	67	54	121
Total		90	69	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.313[a]	1	.576		
Continuity Correction[b]	.138	1	.710		
Likelihood Ratio	.315	1	.575		
Fisher's Exact Test				.708	.357
Linear-by-Linear Association	.311	1	.577		
N of Valid Cases	159				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.49.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel motiv ated

Crosstab

Count

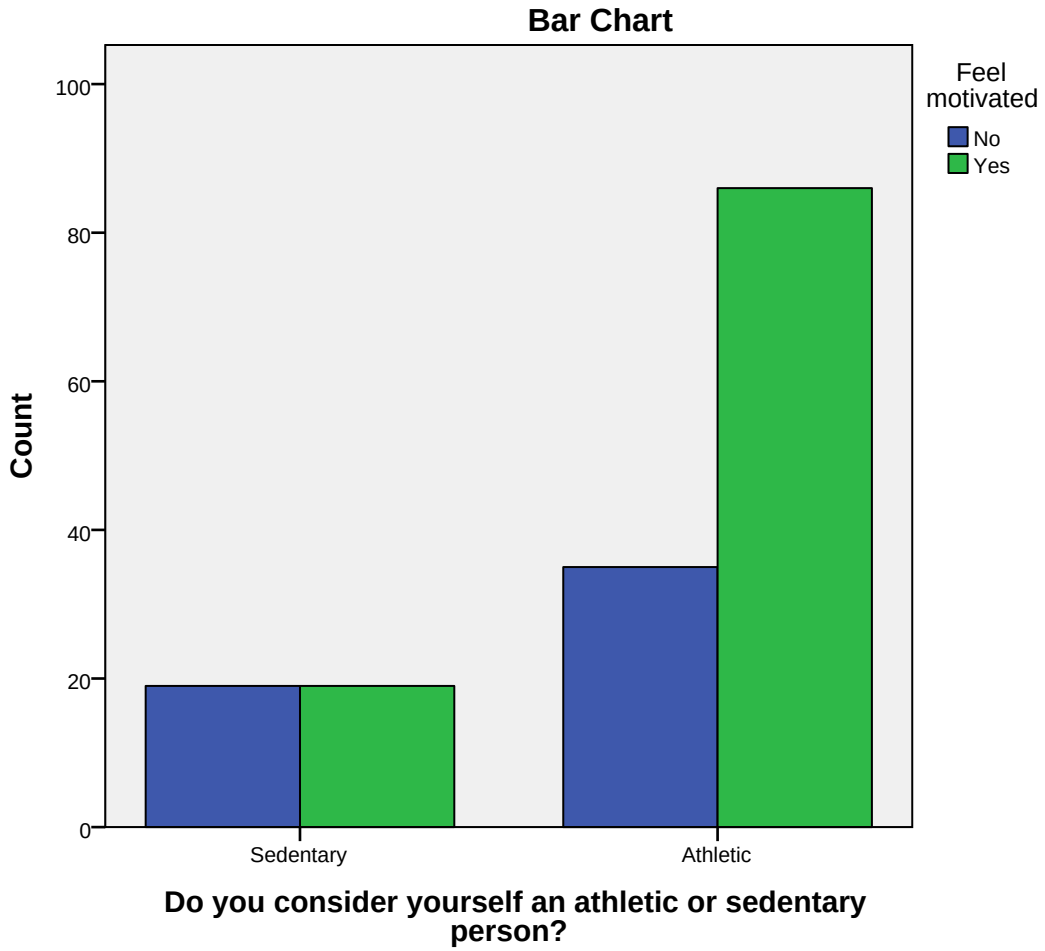
		Feel motivated		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	19	19	38
	Athletic	35	86	121
Total		54	105	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.727[a]	1	.017		
Continuity Correction[b]	4.825	1	.028		
Likelihood Ratio	5.531	1	.019		
Fisher's Exact Test				.020	.015
Linear-by-Linear Association	5.691	1	.017		
N of Valid Cases	159				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.91.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel exhausted

Crosstab

Count

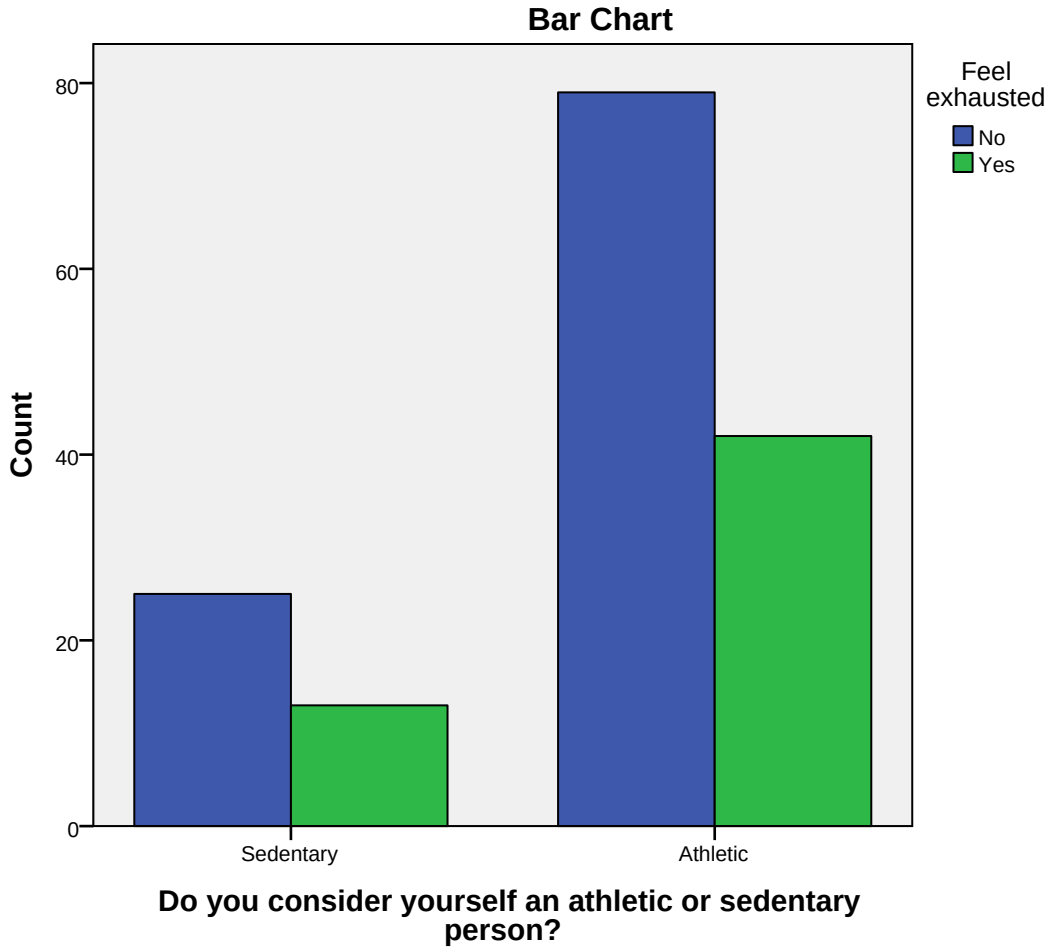
		Feel exhausted		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	25	13	38
	Athletic	79	42	121
Total		104	55	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.003[a]	1	.955		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.003	1	.955		
Fisher's Exact Test				1.000	.559
Linear-by-Linear Association	.003	1	.955		
N of Valid Cases	159				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.14.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Am very s weaty

Crosstab

Count

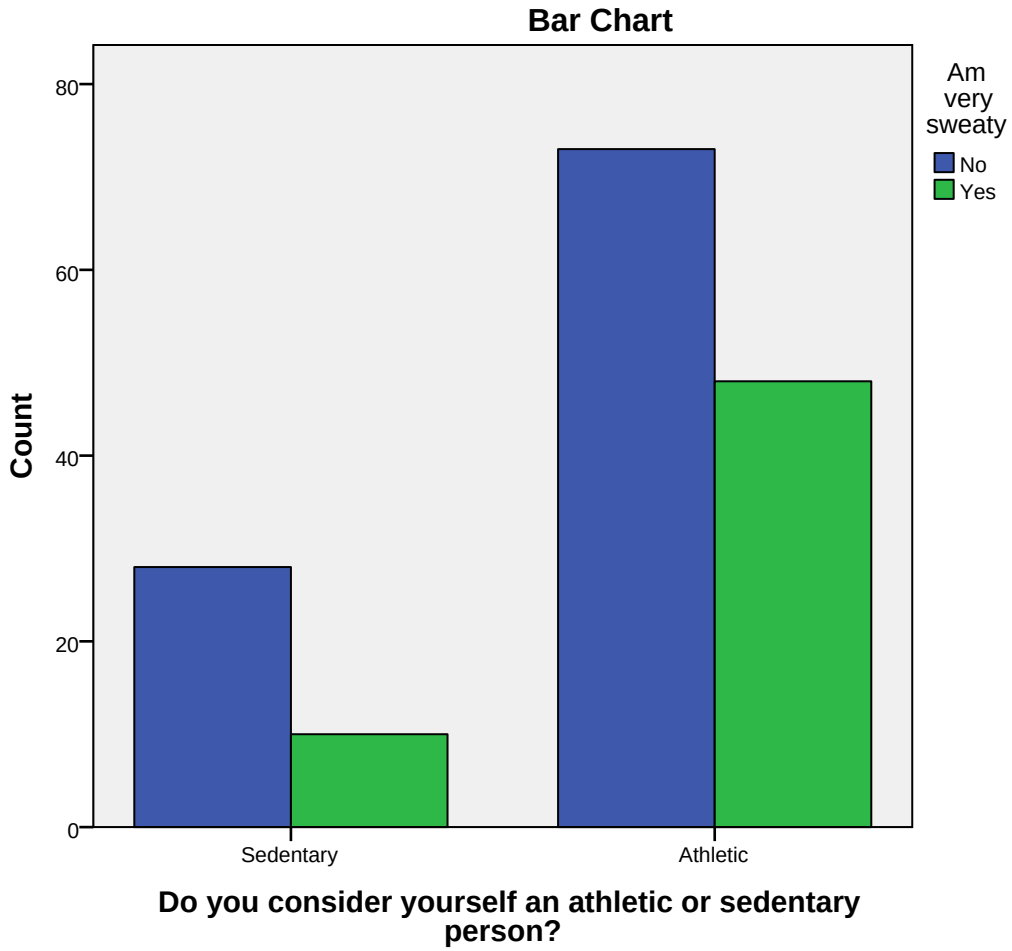
		Am very sweaty		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	28	10	38
	Athletic	73	48	121
Total		101	58	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.225[a]	1	.136		
Continuity Correction[b]	1.686	1	.194		
Likelihood Ratio	2.305	1	.129		
Fisher's Exact Test				.177	.096
Linear-by-Linear Association	2.211	1	.137		
N of Valid Cases	159				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.86.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel confident

Crosstab

Count

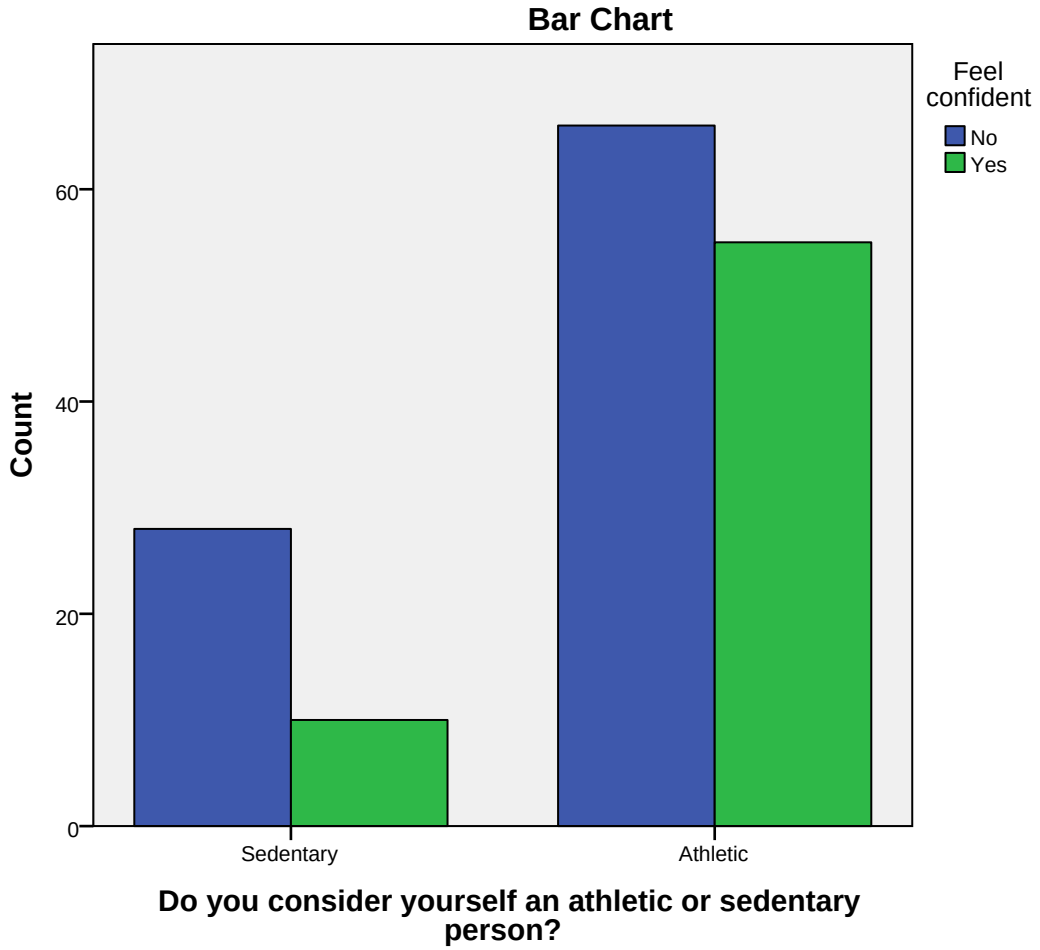
		Feel confident		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	28	10	38
	Athletic	66	55	121
Total		94	65	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.383[a]	1	.036		
Continuity Correction[b]	3.627	1	.057		
Likelihood Ratio	4.560	1	.033		
Fisher's Exact Test				.039	.027
Linear-by-Linear Association	4.355	1	.037		
N of Valid Cases	159				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.53.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel full of energy

Crosstab

Count

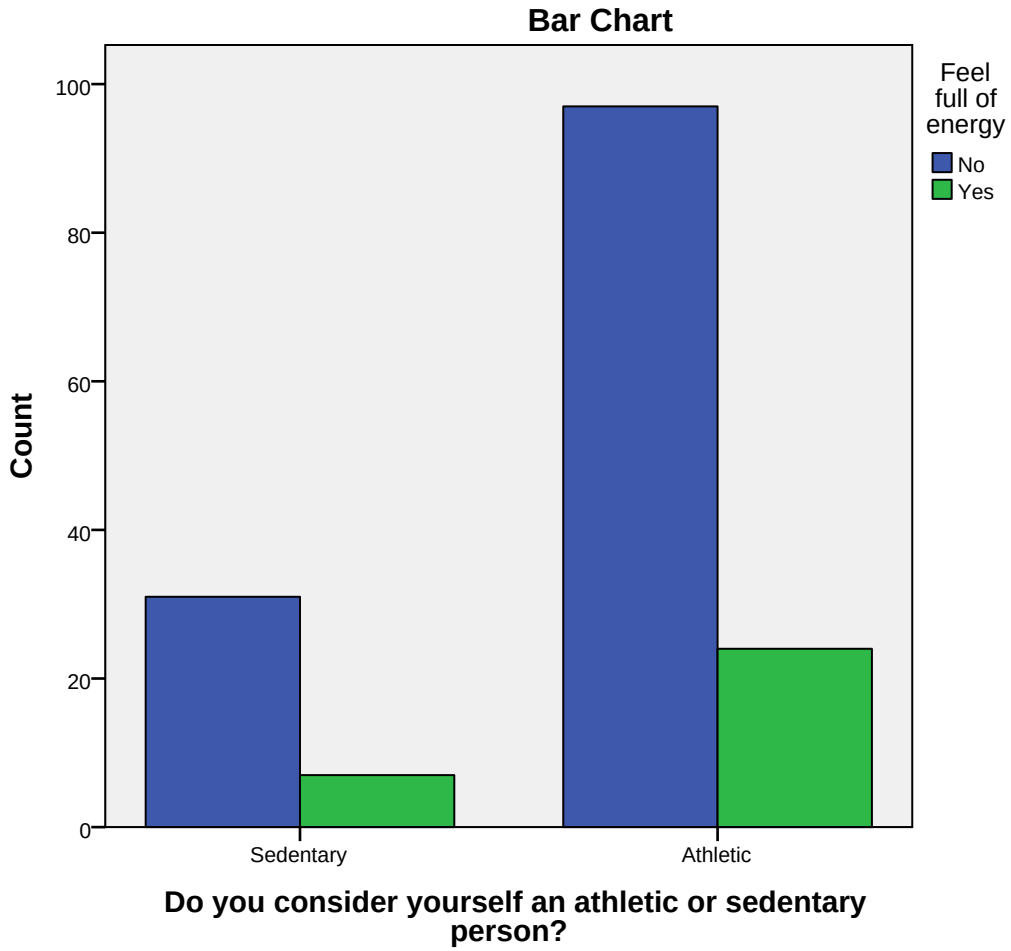
		Feel full of energy		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	31	7	38
	Athletic	97	24	121
Total		128	31	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.037[a]	1	.848		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.037	1	.847		
Fisher's Exact Test				1.000	.527
Linear-by-Linear Association	.037	1	.848		
N of Valid Cases	159				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.41.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Am motivated for my next workout session

Crosstab

Count

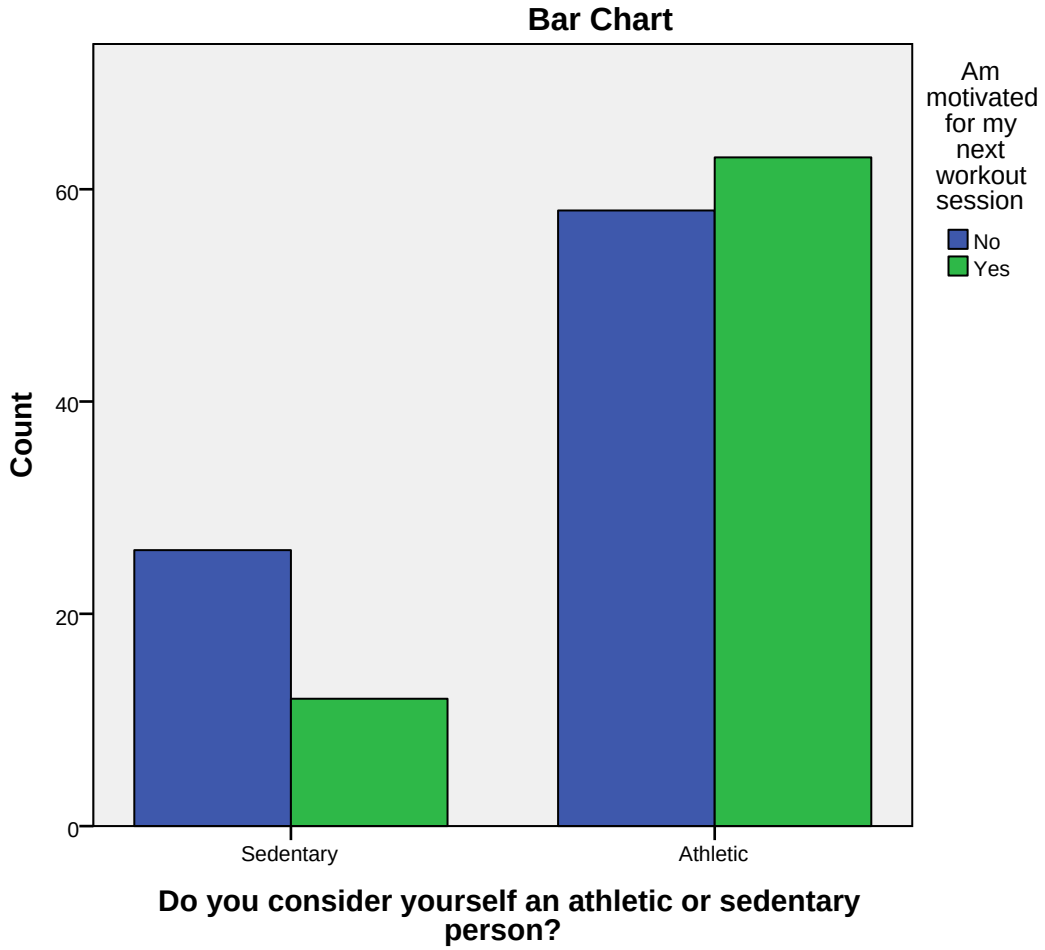
		Am motivated for my next workout session		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	26	12	38
	Athletic	58	63	121
Total		84	75	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.871[a]	1	.027		
Continuity Correction[b]	4.083	1	.043		
Likelihood Ratio	4.978	1	.026		
Fisher's Exact Test				.040	.021
Linear-by-Linear Association	4.840	1	.028		
N of Valid Cases	159				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.92.

b. Computed only for a 2x2 table



What is the average length of a training session? * Sweat right away

Crosstab

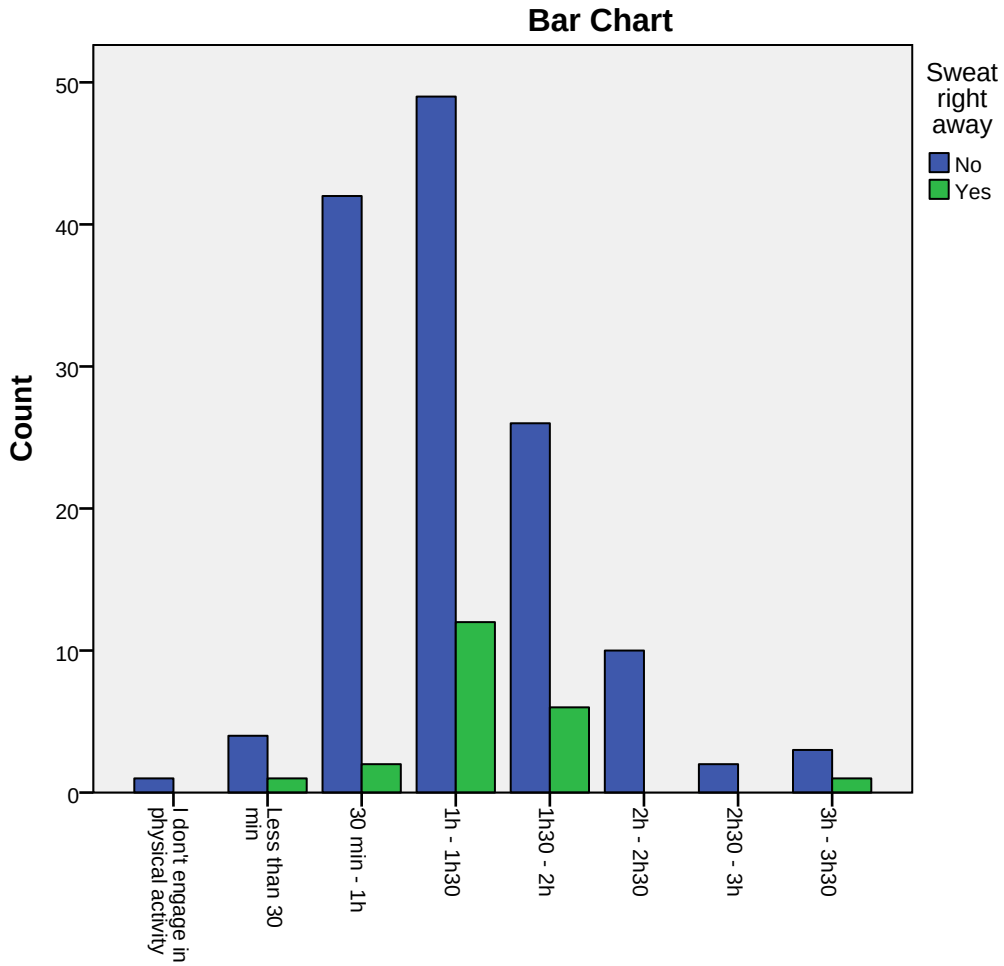
Count

		Sweat right away		
		No	Yes	Total
What is the average length of a training session?	I don't engage in physical activity	1	0	1
	Less than 30 min	4	1	5
	30 min - 1h	42	2	44
	1h - 1h30	49	12	61
	1h30 - 2h	26	6	32
	2h - 2h30	10	0	10
	2h30 - 3h	2	0	2
	3h - 3h30	3	1	4
Total		137	22	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.241[a]	7	.312
Likelihood Ratio	10.681	7	.153
Linear-by-Linear Association	.493	1	.483
N of Valid Cases	159		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .14.



What is the average length of a training session? * Feel shortness of br eath

Crosstab

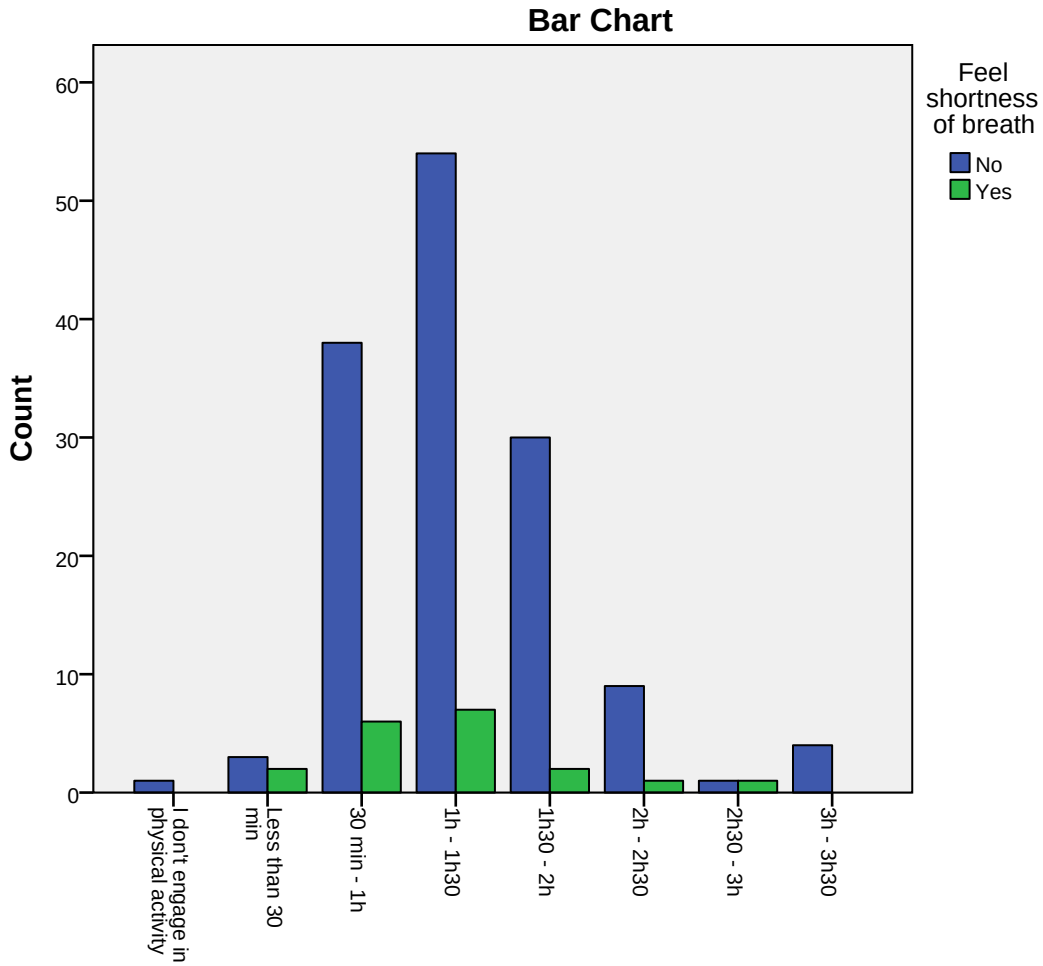
Count

		Feel shortness of breath		
		No	Yes	Total
What is the average length of a training session?	I don't engage in physical activity	1	0	1
	Less than 30 min	3	2	5
	30 min - 1h	38	6	44
	1h - 1h30	54	7	61
	1h30 - 2h	30	2	32
	2h - 2h30	9	1	10
	2h30 - 3h	1	1	2
	3h - 3h30	4	0	4
Total		140	19	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.326[a]	7	.305
Likelihood Ratio	6.871	7	.442
Linear-by-Linear Association	1.062	1	.303
N of Valid Cases	159		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .12.



What is the average length of a training session? * Feel energetic

Crosstab

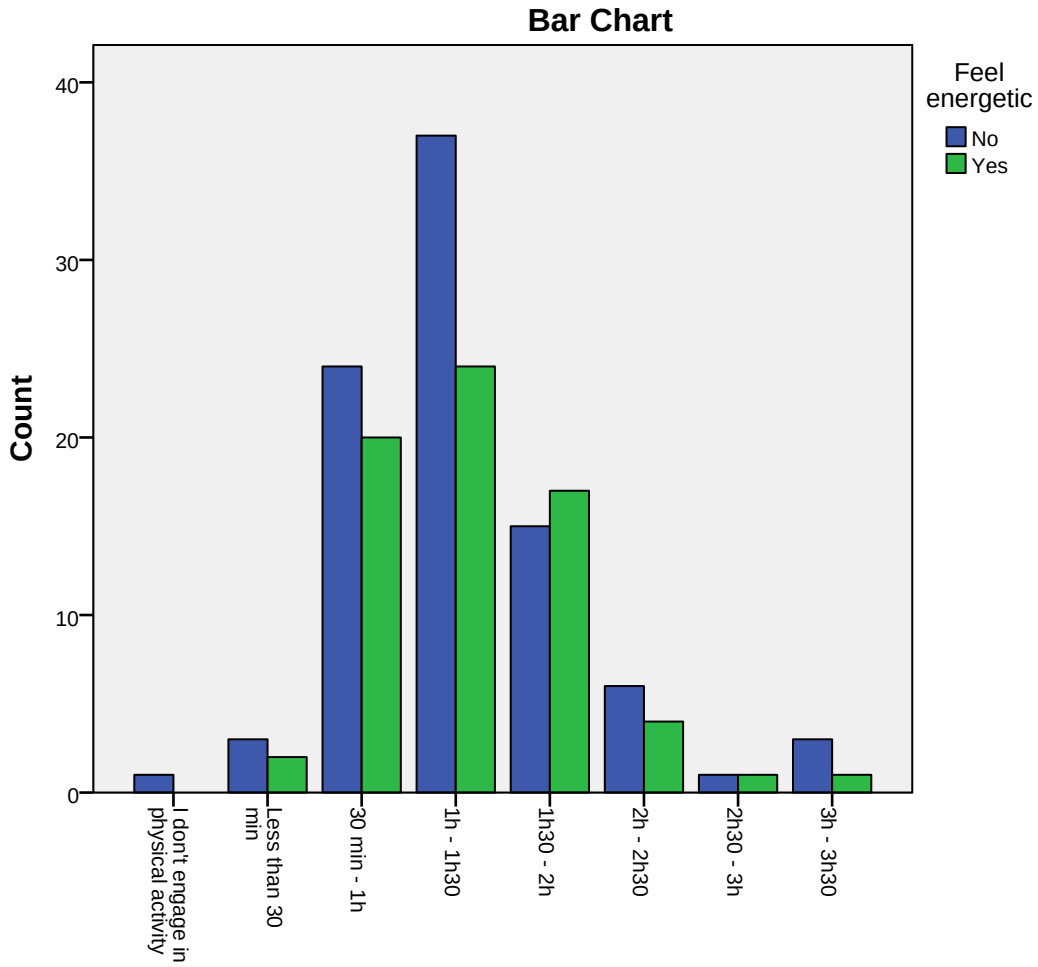
Count

		Feel energetic		
		No	Yes	Total
What is the average length of a training session?	I don't engage in physical activity	1	0	1
	Less than 30 min	3	2	5
	30 min - 1h	24	20	44
	1h - 1h30	37	24	61
	1h30 - 2h	15	17	32
	2h - 2h30	6	4	10
	2h30 - 3h	1	1	2
	3h - 3h30	3	1	4
Total		90	69	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.140[a]	7	.872
Likelihood Ratio	3.536	7	.831
Linear-by-Linear Association	.007	1	.933
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .43.



What is the average length of a training session? * Feel motivated

Crosstab

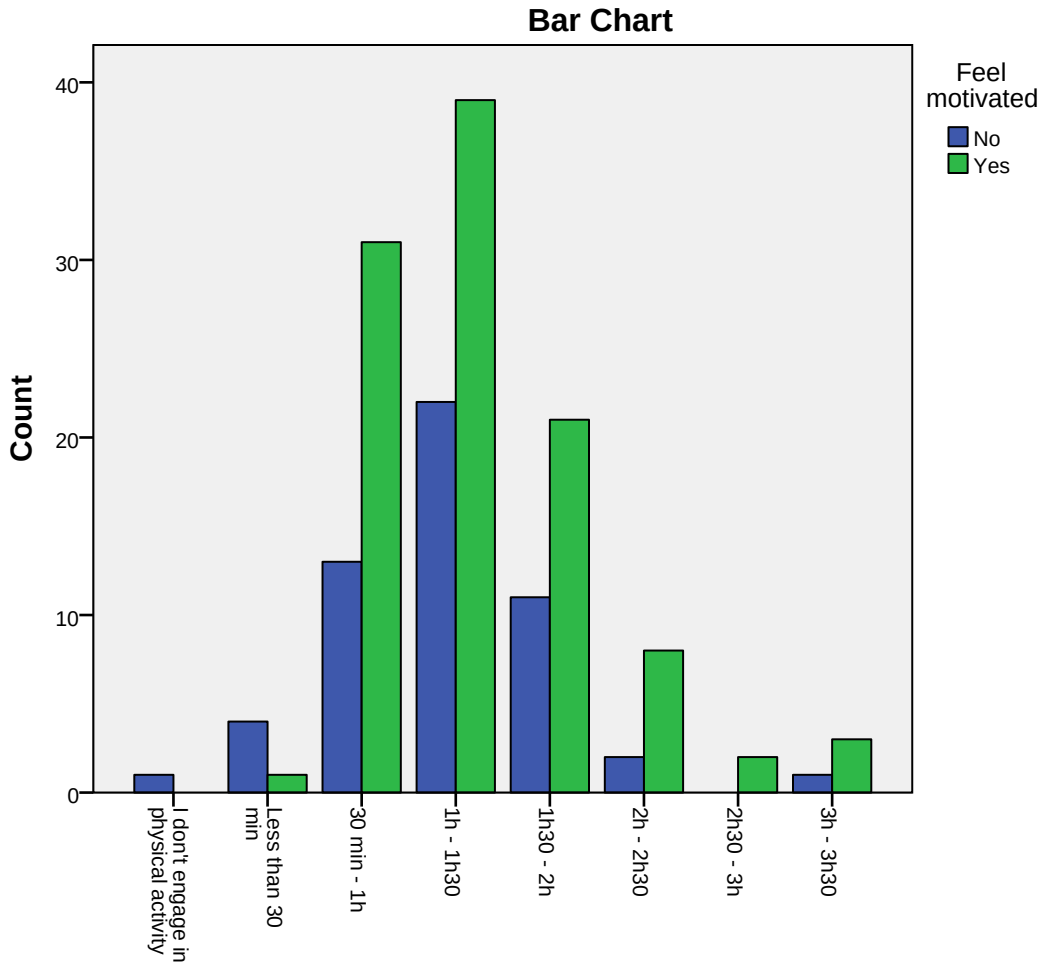
Count

		Feel motivated		
		No	Yes	Total
What is the average length of a training session?	I don't engage in physical activity	1	0	1
	Less than 30 min	4	1	5
	30 min - 1h	13	31	44
	1h - 1h30	22	39	61
	1h30 - 2h	11	21	32
	2h - 2h30	2	8	10
	2h30 - 3h	0	2	2
	3h - 3h30	1	3	4
Total		54	105	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.216[a]	7	.238
Likelihood Ratio	9.900	7	.194
Linear-by-Linear Association	2.284	1	.131
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .34.



What is the average length of a training session? * Feel exhausted

Crosstab

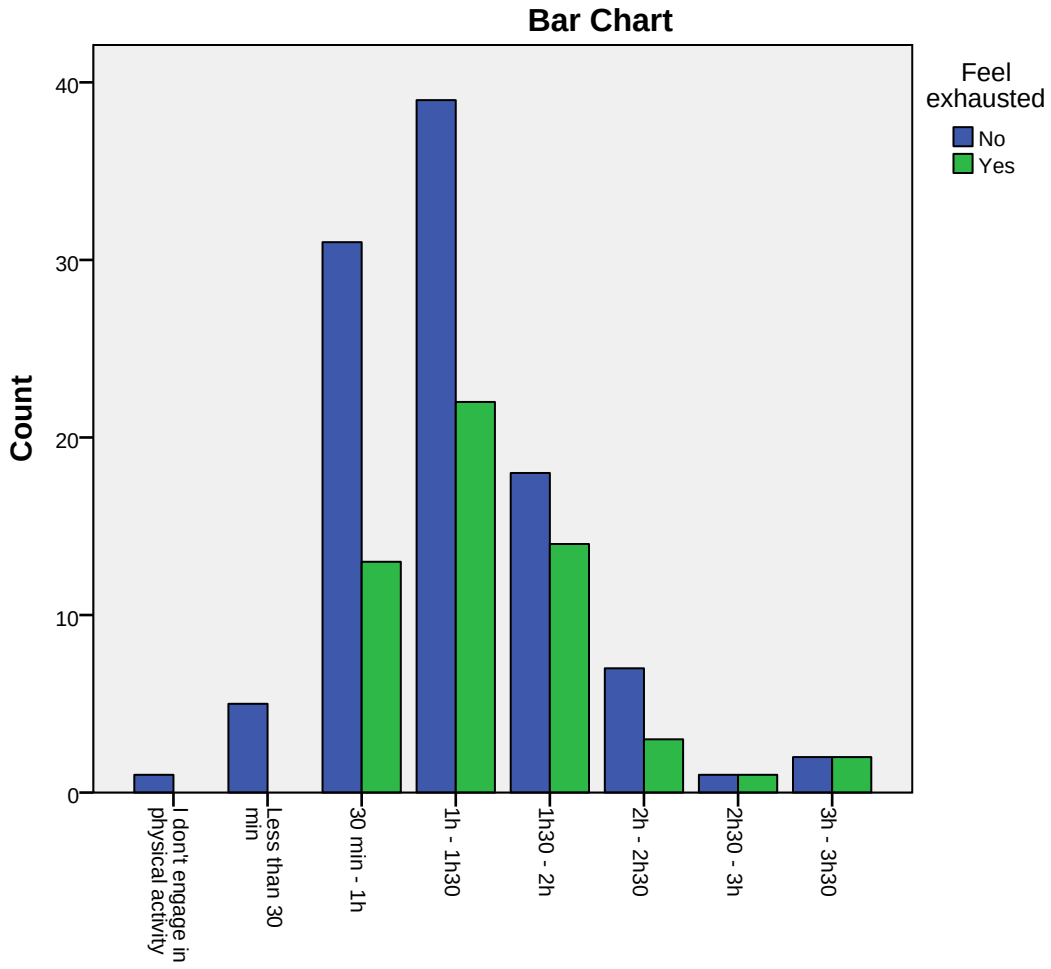
Count

		Feel exhausted		
		No	Yes	Total
What is the average length of a training session?	I don't engage in physical activity	1	0	1
	Less than 30 min	5	0	5
	30 min - 1h	31	13	44
	1h - 1h30	39	22	61
	1h30 - 2h	18	14	32
	2h - 2h30	7	3	10
	2h30 - 3h	1	1	2
	3h - 3h30	2	2	4
Total		104	55	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.636[a]	7	.583
Likelihood Ratio	7.501	7	.379
Linear-by-Linear Association	2.865	1	.091
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .35.



What is the average length of a training session? * Am very sweaty

Crosstab

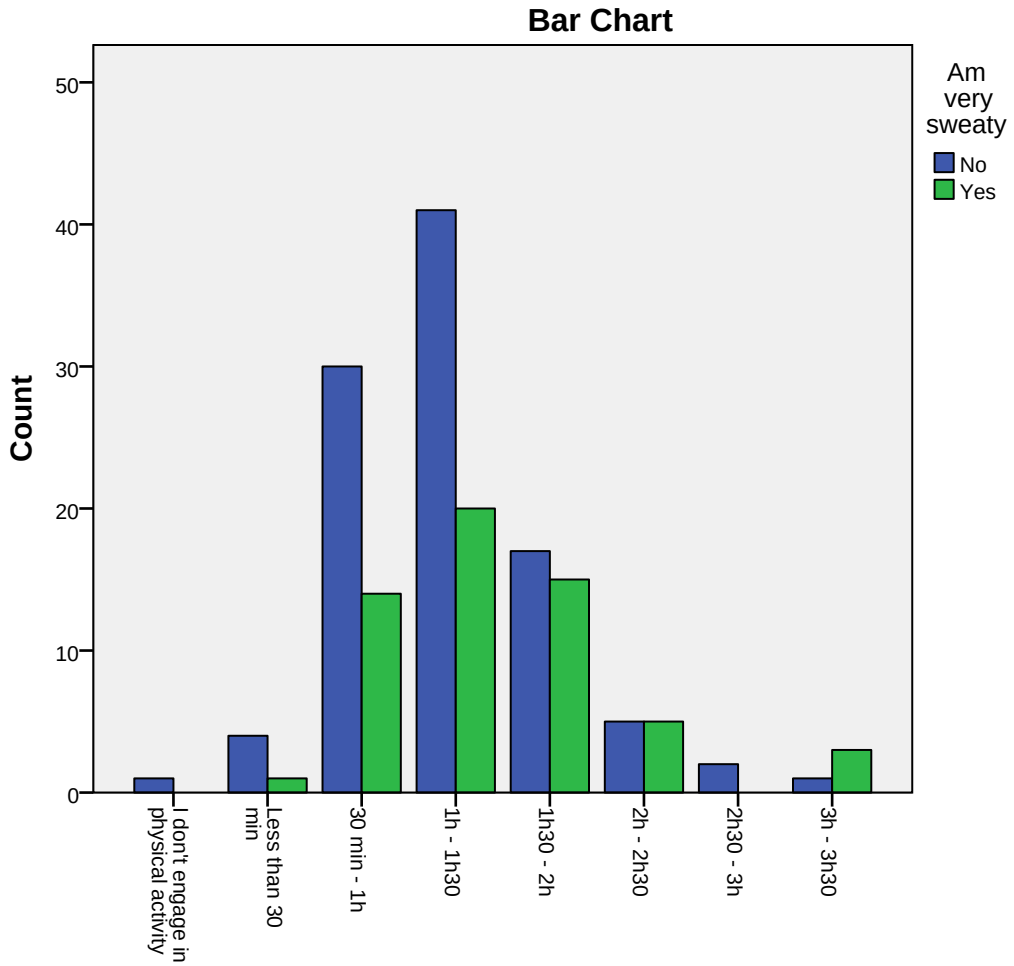
Count

		Am very sweaty		
		No	Yes	Total
What is the average length of a training session?	I don't engage in physical activity	1	0	1
	Less than 30 min	4	1	5
	30 min - 1h	30	14	44
	1h - 1h30	41	20	61
	1h30 - 2h	17	15	32
	2h - 2h30	5	5	10
	2h30 - 3h	2	0	2
	3h - 3h30	1	3	4
Total		101	58	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.923[a]	7	.339
Likelihood Ratio	8.816	7	.266
Linear-by-Linear Association	4.171	1	.041
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .36.



What is the average length of a training session? * Feel confident

Crosstab

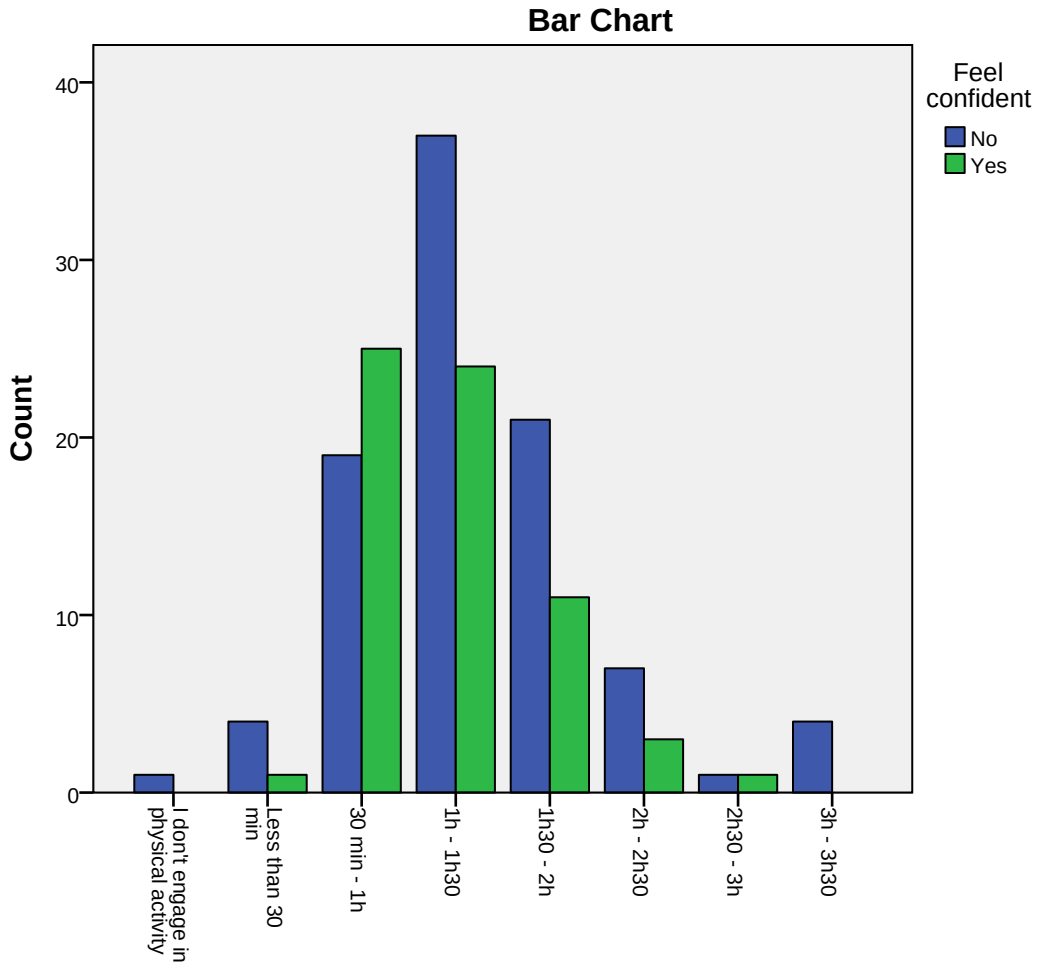
Count

		Feel confident		
		No	Yes	Total
What is the average length of a training session?	I don't engage in physical activity	1	0	1
	Less than 30 min	4	1	5
	30 min - 1h	19	25	44
	1h - 1h30	37	24	61
	1h30 - 2h	21	11	32
	2h - 2h30	7	3	10
	2h30 - 3h	1	1	2
	3h - 3h30	4	0	4
Total		94	65	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.162[a]	7	.180
Likelihood Ratio	11.976	7	.101
Linear-by-Linear Association	3.553	1	.059
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .41.



What is the average length of a training session? * Feel full of energy

Crosstab

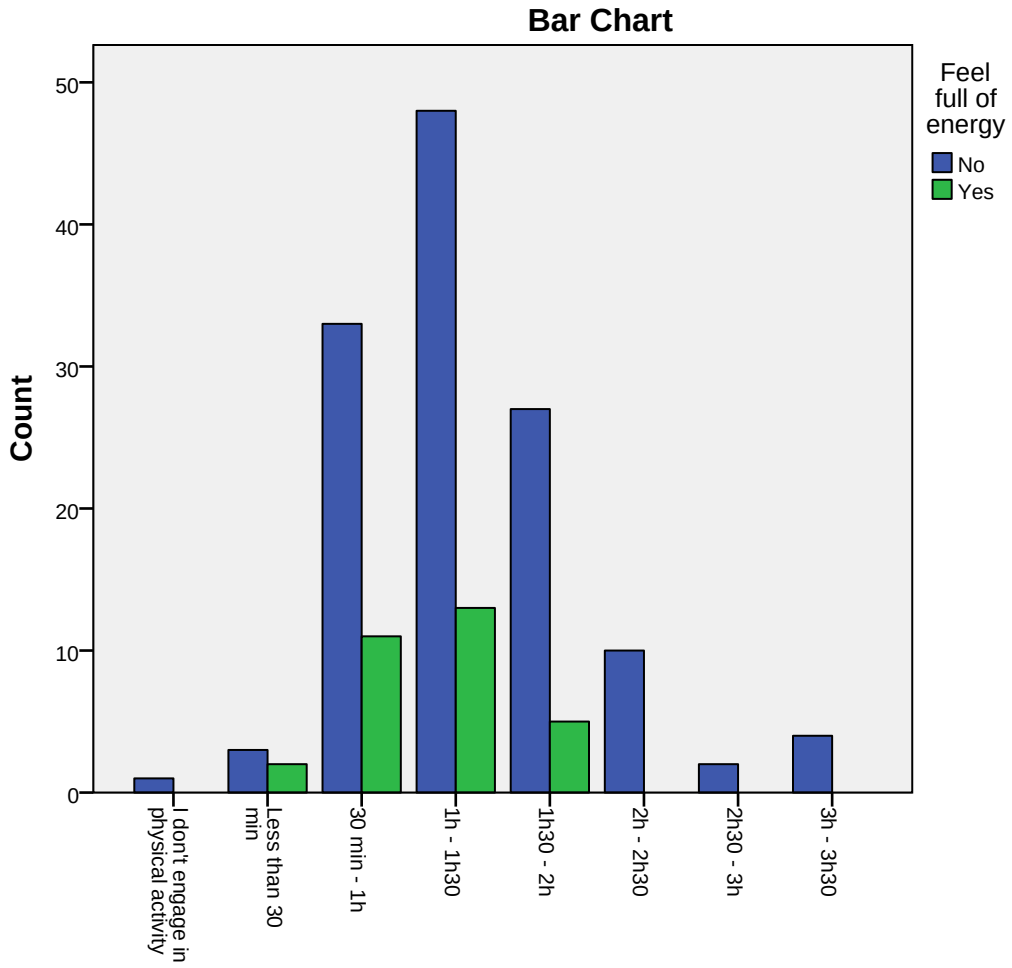
Count

		Feel full of energy		
		No	Yes	Total
What is the average length of a training session?	I don't engage in physical activity	1	0	1
	Less than 30 min	3	2	5
	30 min - 1h	33	11	44
	1h - 1h30	48	13	61
	1h30 - 2h	27	5	32
	2h - 2h30	10	0	10
	2h30 - 3h	2	0	2
	3h - 3h30	4	0	4
Total		128	31	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.739[a]	7	.457
Likelihood Ratio	9.729	7	.204
Linear-by-Linear Association	4.984	1	.026
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .19.



What is the average length of a training session? * Am motivated for m y next workout session

Crosstab

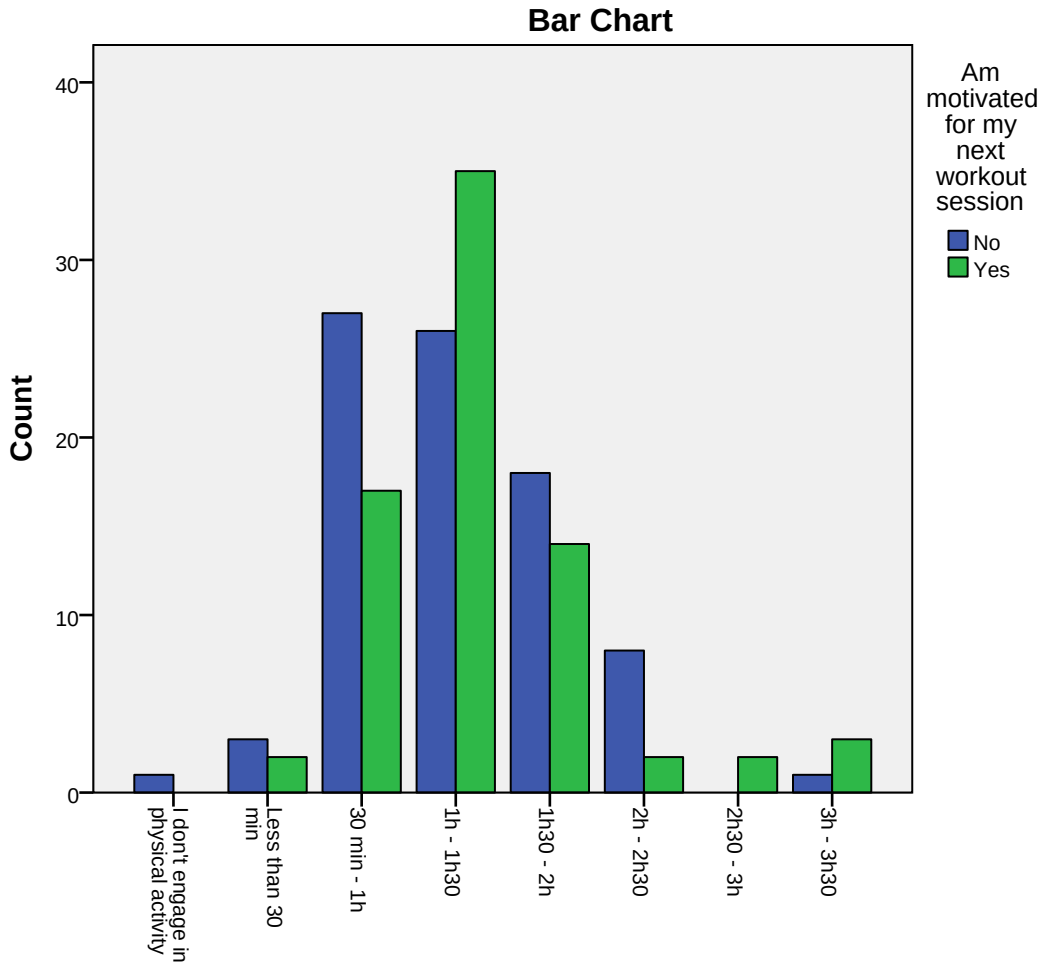
Count

		Am motivated for my next workout session		
		No	Yes	Total
What is the average length of a training session?	I don't engage in physical activity	1	0	1
	Less than 30 min	3	2	5
	30 min - 1h	27	17	44
	1h - 1h30	26	35	61
	1h30 - 2h	18	14	32
	2h - 2h30	8	2	10
	2h30 - 3h	0	2	2
	3h - 3h30	1	3	4
Total		84	75	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.428[a]	7	.121
Likelihood Ratio	12.879	7	.075
Linear-by-Linear Association	.863	1	.353
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .47.



What is the average frequency of training sessions per week? * Sweat r ight away

Crosstab

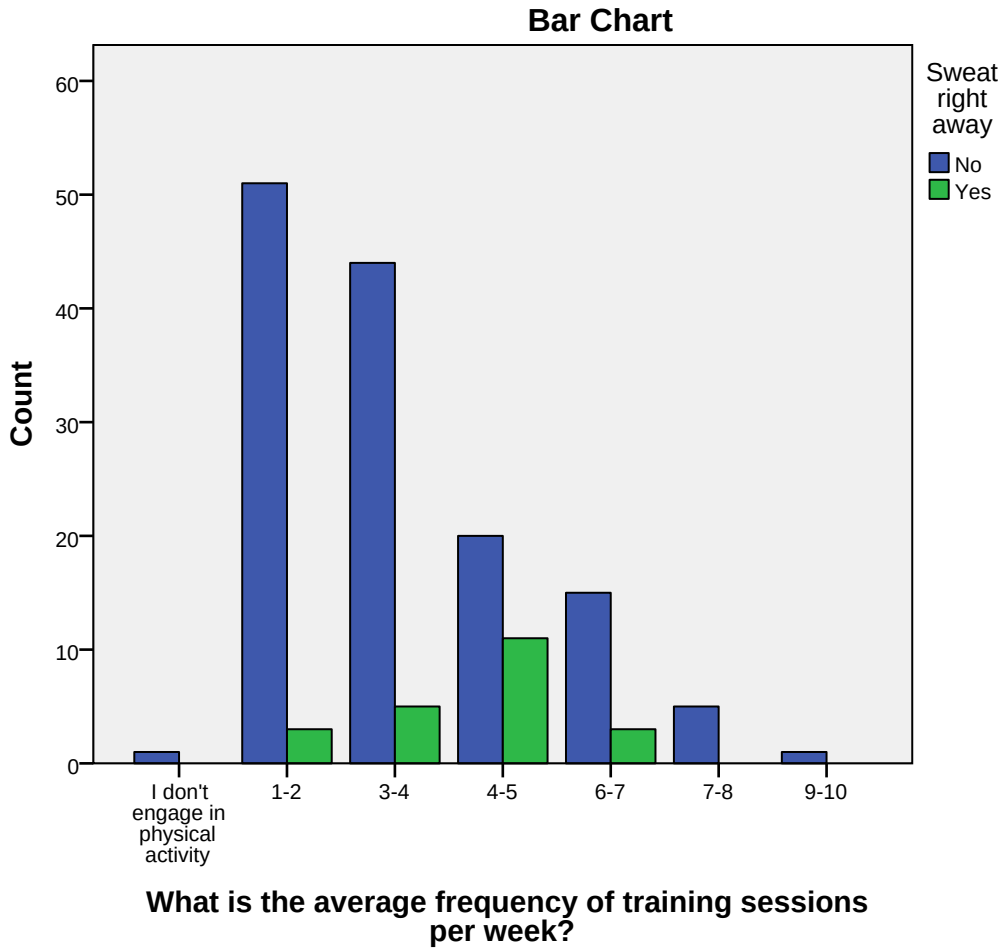
Count

		Sweat right away		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	51	3	54
	3-4	44	5	49
	4-5	20	11	31
	6-7	15	3	18
	7-8	5	0	5
	9-10	1	0	1
Total		137	22	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.078[a]	6	.009
Likelihood Ratio	15.819	6	.015
Linear-by-Linear Association	3.737	1	.053
N of Valid Cases	159		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .14.



What is the average frequency of training sessions per week? * Feel sh ortness of breath

Crosstab

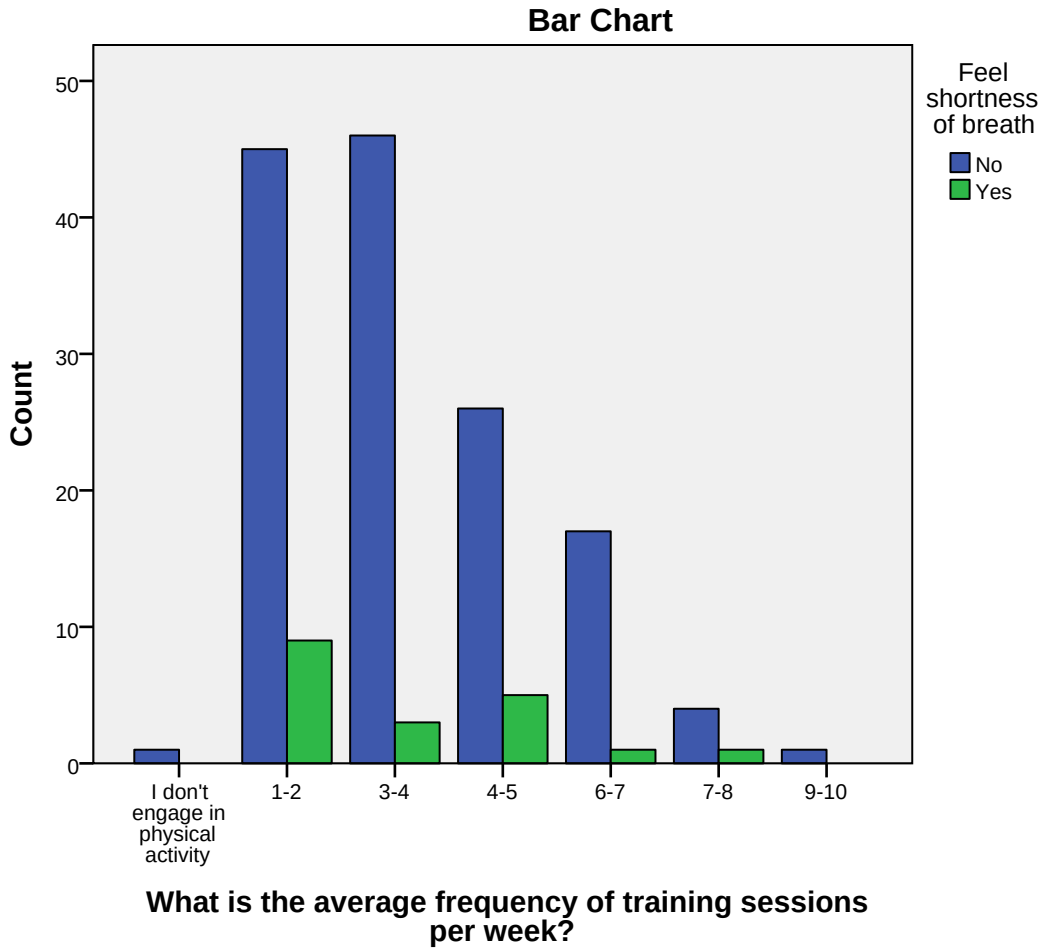
Count

		Feel shortness of breath		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	45	9	54
	3-4	46	3	49
	4-5	26	5	31
	6-7	17	1	18
	7-8	4	1	5
	9-10	1	0	1
Total		140	19	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.517[a]	6	.607
Likelihood Ratio	5.011	6	.542
Linear-by-Linear Association	.292	1	.589
N of Valid Cases	159		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .12.



What is the average frequency of training sessions per week? * Feel en ergetic

Crosstab

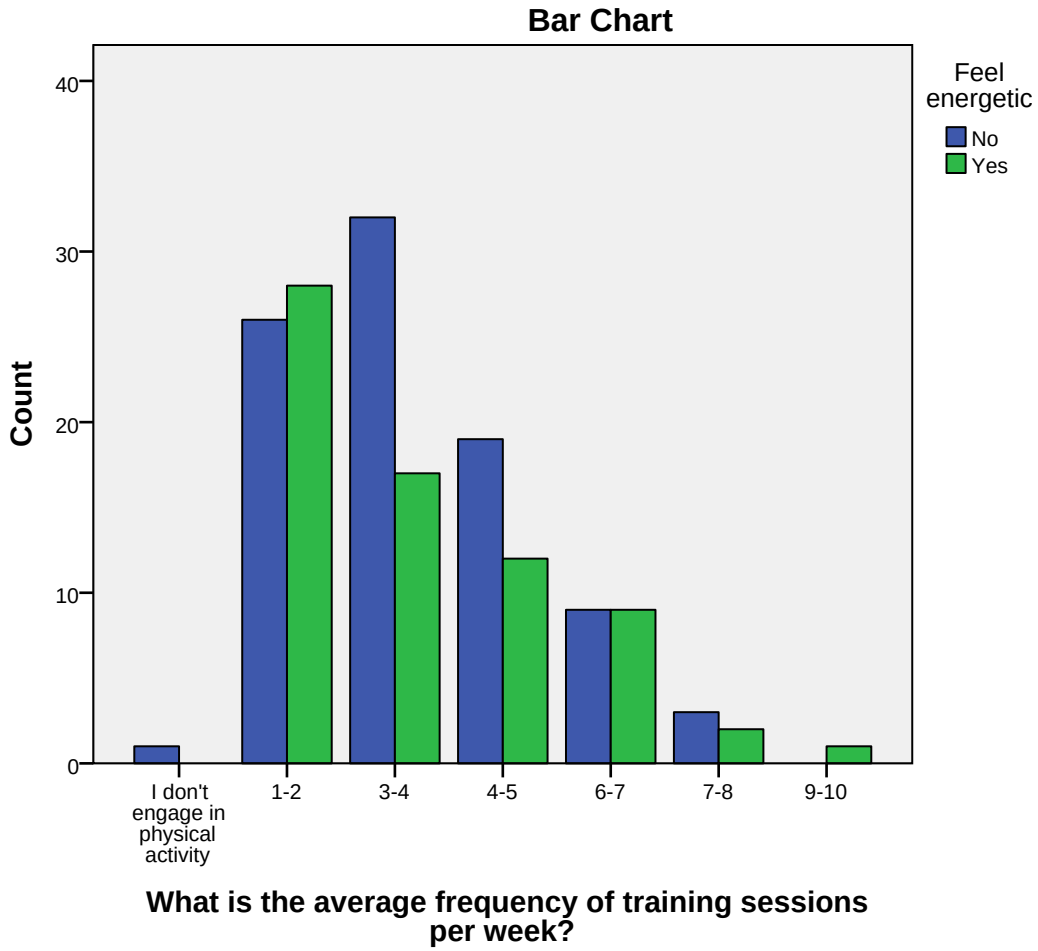
Count

		Feel energetic		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	26	28	54
	3-4	32	17	49
	4-5	19	12	31
	6-7	9	9	18
	7-8	3	2	5
	9-10	0	1	1
Total		90	69	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.774[a]	6	.449
Likelihood Ratio	6.527	6	.367
Linear-by-Linear Association	.019	1	.889
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .43.



What is the average frequency of training sessions per week? * Feel motivated

Crosstab

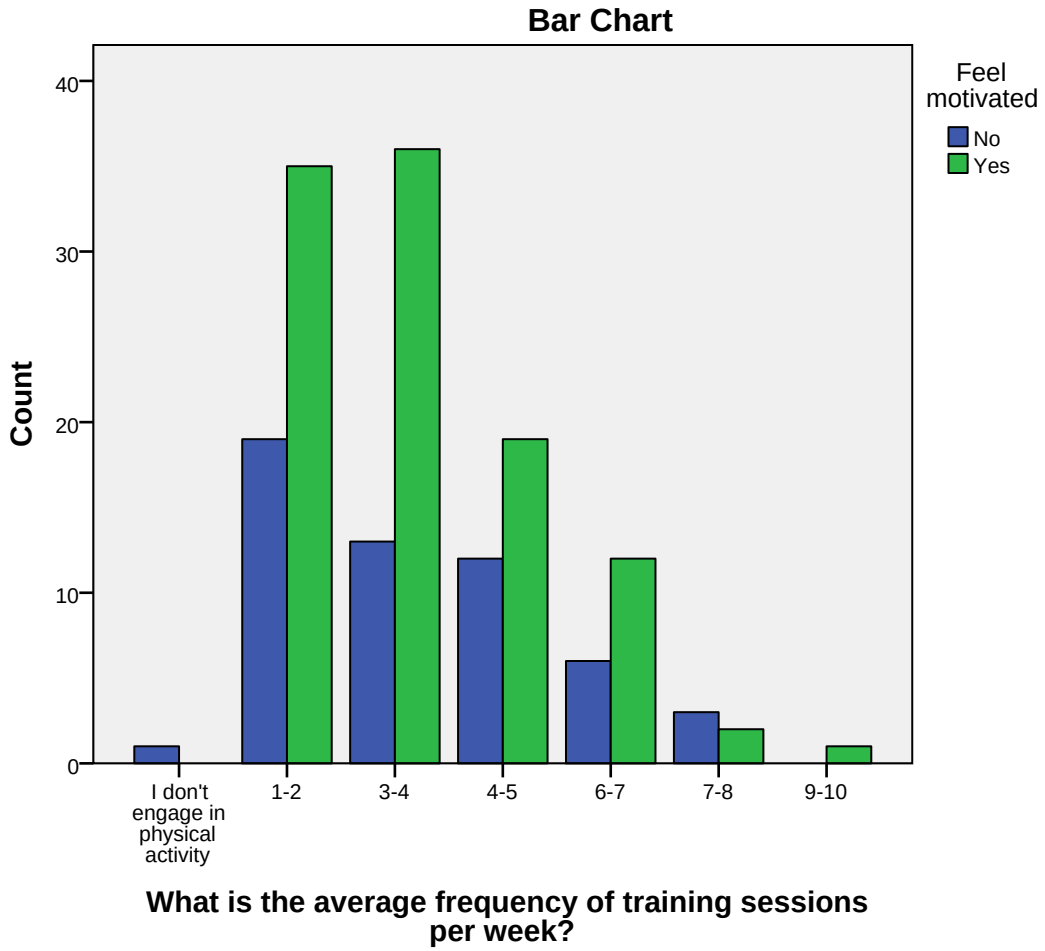
Count

		Feel motivated		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	19	35	54
	3-4	13	36	49
	4-5	12	19	31
	6-7	6	12	18
	7-8	3	2	5
	9-10	0	1	1
Total		54	105	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.528[a]	6	.478
Likelihood Ratio	6.001	6	.423
Linear-by-Linear Association	.067	1	.795
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .34.



What is the average frequency of training sessions per week? * Feel ex hausted

Crosstab

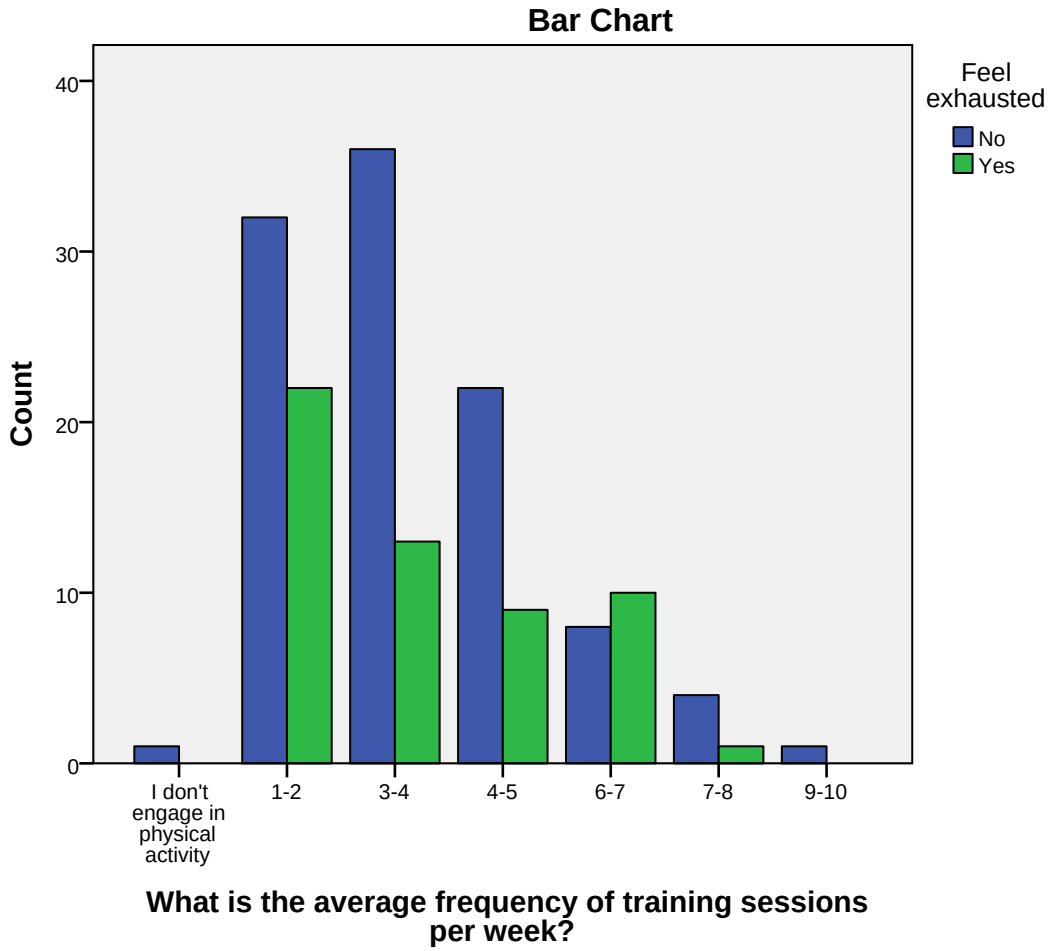
Count

		Feel exhausted		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	32	22	54
	3-4	36	13	49
	4-5	22	9	31
	6-7	8	10	18
	7-8	4	1	5
	9-10	1	0	1
Total		104	55	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.758[a]	6	.256
Likelihood Ratio	8.292	6	.217
Linear-by-Linear Association	.003	1	.957
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .35.



What is the average frequency of training sessions per week? * Am very sweaty

Crosstab

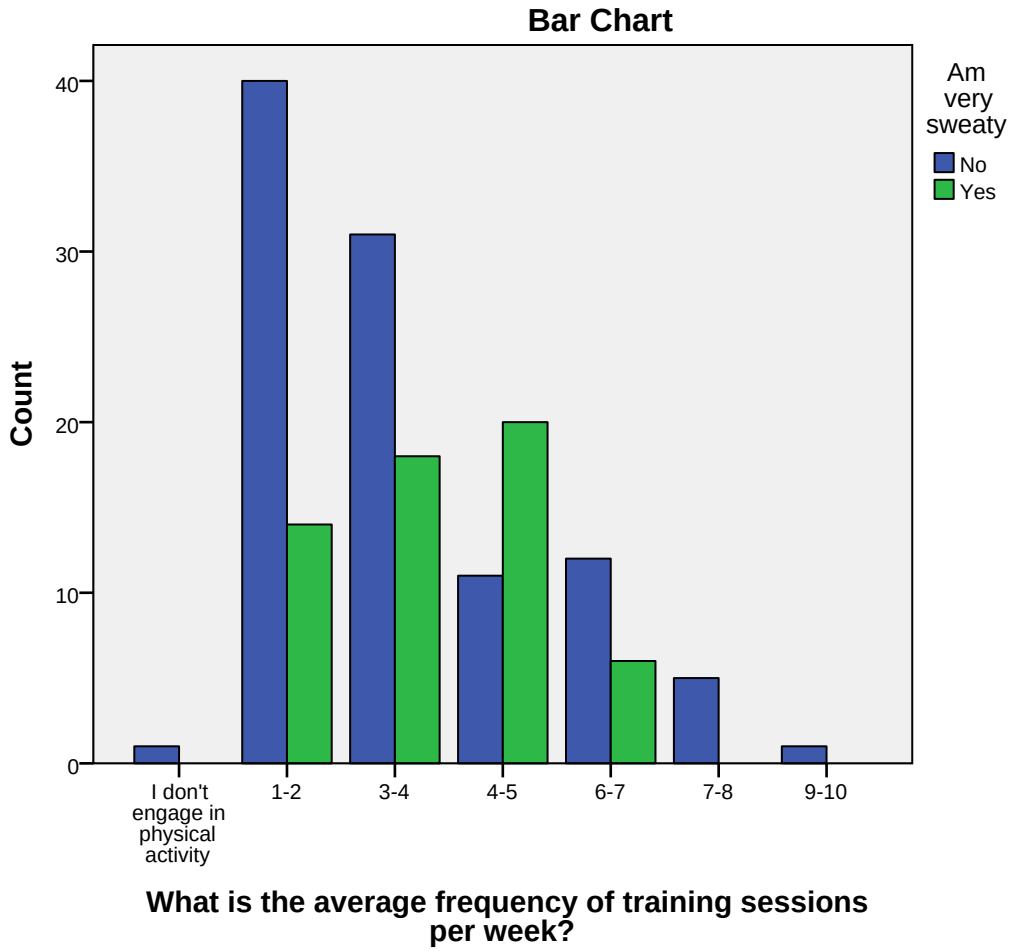
Count

		Am very sweaty		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	40	14	54
	3-4	31	18	49
	4-5	11	20	31
	6-7	12	6	18
	7-8	5	0	5
	9-10	1	0	1
Total		101	58	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.210[a]	6	.009
Likelihood Ratio	19.163	6	.004
Linear-by-Linear Association	.987	1	.320
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .36.



What is the average frequency of training sessions per week? * Feel co nfident

Crosstab

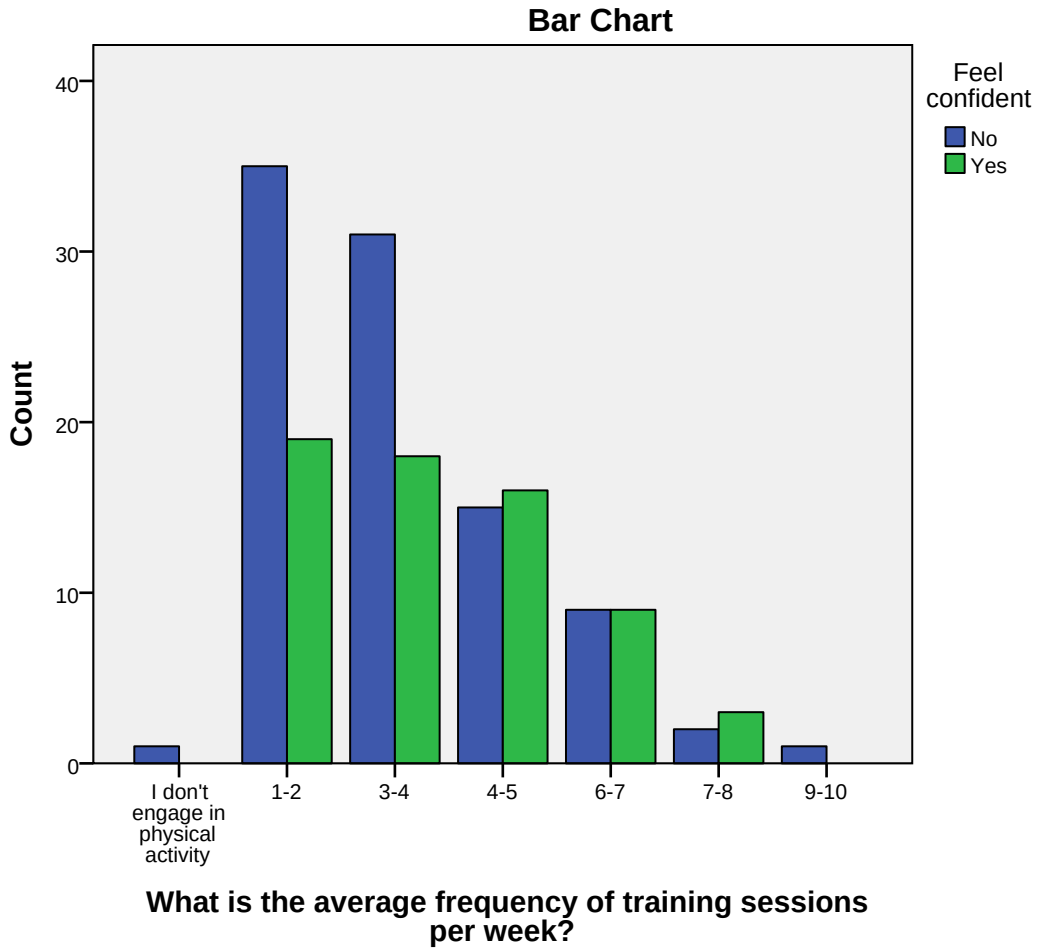
Count

		Feel confident		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	35	19	54
	3-4	31	18	49
	4-5	15	16	31
	6-7	9	9	18
	7-8	2	3	5
	9-10	1	0	1
Total		94	65	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.309[a]	6	.505
Likelihood Ratio	5.990	6	.424
Linear-by-Linear Association	2.618	1	.106
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .41.



What is the average frequency of training sessions per week? * Feel ful l of energy

Crosstab

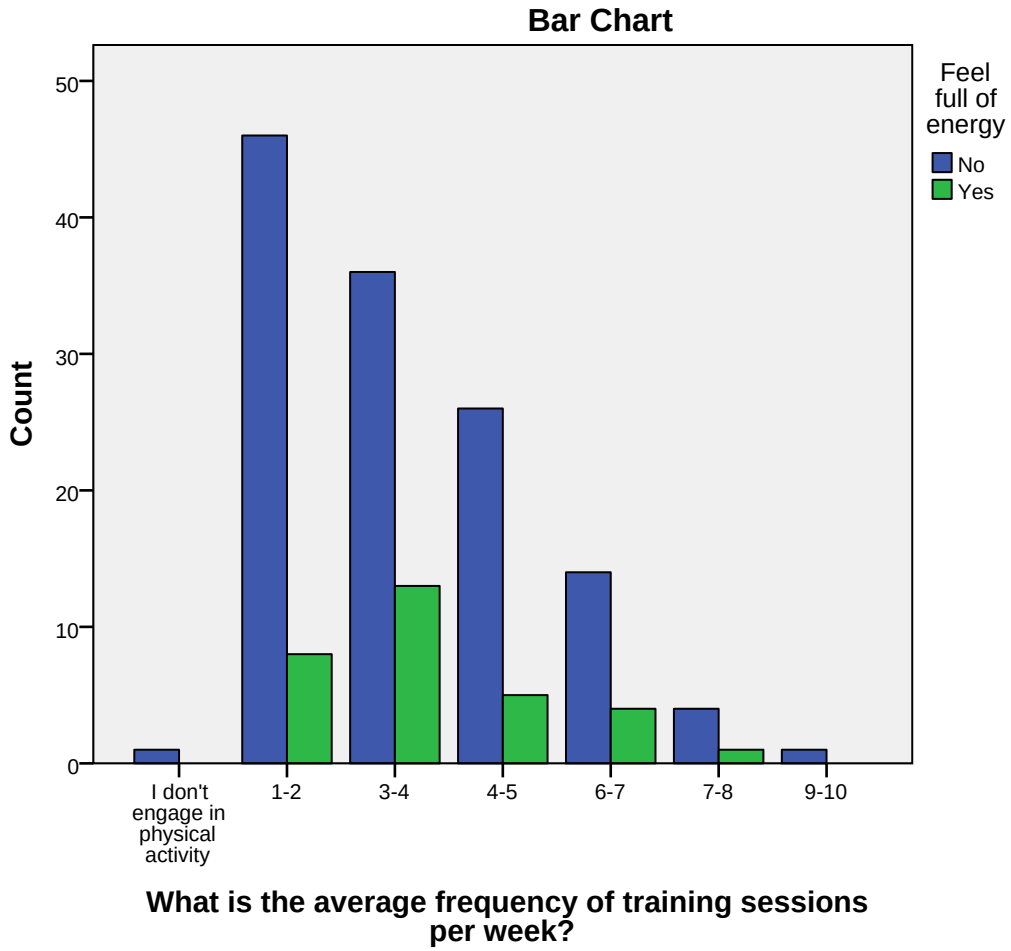
Count

		Feel full of energy		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	46	8	54
	3-4	36	13	49
	4-5	26	5	31
	6-7	14	4	18
	7-8	4	1	5
	9-10	1	0	1
Total		128	31	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.093[a]	6	.797
Likelihood Ratio	3.419	6	.755
Linear-by-Linear Association	.135	1	.713
N of Valid Cases	159		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .19.



What is the average frequency of training sessions per week? * Am motivated for my next workout session

Crosstab

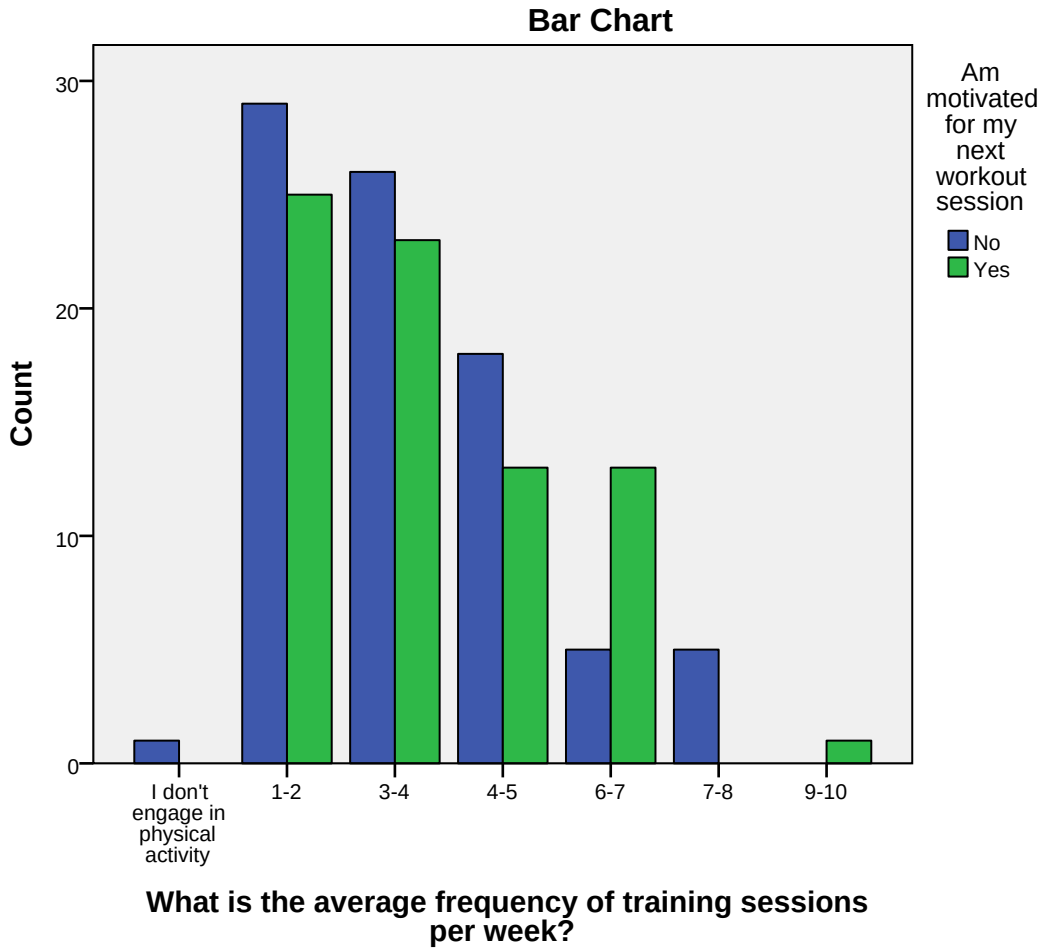
Count

		Am motivated for my next workout session		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	29	25	54
	3-4	26	23	49
	4-5	18	13	31
	6-7	5	13	18
	7-8	5	0	5
	9-10	0	1	1
Total		84	75	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.369[a]	6	.078
Likelihood Ratio	14.168	6	.028
Linear-by-Linear Association	.273	1	.601
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .47.


Bar Chart
Count
30
20
10
0
I don't engage in physical activity
1-2
3-4
4-5
6-7
7-8
9-10
What is the average frequency of training sessions per week?
Am motivated for my next workout session
No
Yes

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Sweat right away * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%
Feel shortness of breath * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%
Feel energetic * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%
Feel motivated * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%
Feel exhausted * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%
Am very sweaty * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%
Feel confident * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%
Feel full of energy * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%
Am motivated for my next workout session * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Classify the following male body according to the apparent level of physical condition * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%
Classify the following female body according to the apparent level of physical condition * What is the average frequency of training sessions per week?	158	100.0%	0	0.0%	158	100.0%

Report

What is the average frequency of training sessions per week?		Sweat right away	Feel shortness of breath	Feel energetic
1-2	N	54	54	54
	Mean	.06	.17	.52
	Std. Deviation	.231	.376	.504
3-4	N	49	49	49
	Mean	.10	.06	.35
	Std. Deviation	.306	.242	.481
4-5	N	31	31	31
	Mean	.35	.16	.39
	Std. Deviation	.486	.374	.495
6-7	N	18	18	18
	Mean	.17	.06	.50
	Std. Deviation	.383	.236	.514
7-8	N	5	5	5
	Mean	.00	.20	.40
	Std. Deviation	.000	.447	.548
9-10	N	1	1	1
	Mean	.00	.00	1.00
	Std. Deviation	.	.	.

Report

What is the average frequency of training sessions per week?		Feel motivated	Feel exhausted	Am very sweaty
1-2	N	54	54	54
	Mean	.65	.41	.26
	Std. Deviation	.482	.496	.442
3-4	N	49	49	49
	Mean	.73	.27	.37
	Std. Deviation	.446	.446	.487
4-5	N	31	31	31
	Mean	.61	.29	.65
	Std. Deviation	.495	.461	.486
6-7	N	18	18	18
	Mean	.67	.56	.33
	Std. Deviation	.485	.511	.485
7-8	N	5	5	5
	Mean	.40	.20	.00
	Std. Deviation	.548	.447	.000
9-10	N	1	1	1
	Mean	1.00	.00	.00
	Std. Deviation	.	.	.

Report

What is the average frequency of training sessions per week?		Feel confident	Feel full of energy	Am motivated for my next workout session
1-2	N	54	54	54
	Mean	.35	.15	.46
	Std. Deviation	.482	.359	.503
3-4	N	49	49	49
	Mean	.37	.27	.47
	Std. Deviation	.487	.446	.504
4-5	N	31	31	31
	Mean	.52	.16	.42
	Std. Deviation	.508	.374	.502
6-7	N	18	18	18
	Mean	.50	.22	.72
	Std. Deviation	.514	.428	.461
7-8	N	5	5	5
	Mean	.60	.20	.00
	Std. Deviation	.548	.447	.000
9-10	N	1	1	1
	Mean	.00	.00	1.00
	Std. Deviation	.	.	.

Report

What is the average frequency of training sessions per week?		Classify the following male body according to the apparent level of physical condition	Classify the following female body according to the apparent level of physical condition
1-2	N	54	54
	Mean	2.83	2.61
	Std. Deviation	.841	.811
3-4	N	49	49
	Mean	3.08	2.67
	Std. Deviation	.702	.689
4-5	N	31	31
	Mean	3.10	2.97
	Std. Deviation	.651	.706
6-7	N	18	18
	Mean	3.11	2.78
	Std. Deviation	.676	.732
7-8	N	5	5
	Mean	3.00	3.00
	Std. Deviation	.707	1.000
9-10	N	1	1
	Mean	3.00	3.00
	Std. Deviation	.	.

Report

What is the average frequency of training sessions per week?		Sweat right away	Feel shortness of breath	Feel energetic
Total	N	158	158	158
	Mean	.14	.12	.44
	Std. Deviation	.347	.326	.498

Report

What is the average frequency of training sessions per week?		Feel motivated	Feel exhausted	Am very sweaty
Total	N	158	158	158
	Mean	.66	.35	.37
	Std. Deviation	.474	.478	.484

Report

What is the average frequency of training sessions per week?		Feel confident	Feel full of energy	Am motivated for my next workout session
Total	N	158	158	158
	Mean	.41	.20	.47
	Std. Deviation	.494	.398	.501

Report

What is the average frequency of training sessions per week?		Classify the following male body according to the apparent level of physical condition	Classify the following female body according to the apparent level of physical condition
Total	N	158	158
	Mean	3.00	2.73
	Std. Deviation	.740	.752

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Sweat right away * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%
Feel shortness of breath * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%
Feel energetic * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%
Feel motivated * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%
Feel exhausted * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%
Am very sweaty * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%
Feel confident * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%
Feel full of energy * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%
Am motivated for my next workout session * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Classify the following male body according to the apparent level of physical condition * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%
Classify the following female body according to the apparent level of physical condition * What is the average frequency of training sessions per week?	104	100.0%	0	0.0%	104	100.0%

Report

What is the average frequency of training sessions per week?		Sweat right away	Feel shortness of breath	Feel energetic
3-4	N	49	49	49
	Mean	.10	.06	.35
	Std. Deviation	.306	.242	.481
4-5	N	31	31	31
	Mean	.35	.16	.39
	Std. Deviation	.486	.374	.495
6-7	N	18	18	18
	Mean	.17	.06	.50
	Std. Deviation	.383	.236	.514
7-8	N	5	5	5
	Mean	.00	.20	.40
	Std. Deviation	.000	.447	.548
9-10	N	1	1	1
	Mean	.00	.00	1.00
	Std. Deviation	.	.	.
Total	N	104	104	104
	Mean	.18	.10	.39
	Std. Deviation	.388	.296	.491

Report

What is the average frequency of training sessions per week?		Feel motivated	Feel exhausted	Am very sweaty
3-4	N	49	49	49
	Mean	.73	.27	.37
	Std. Deviation	.446	.446	.487
4-5	N	31	31	31
	Mean	.61	.29	.65
	Std. Deviation	.495	.461	.486
6-7	N	18	18	18
	Mean	.67	.56	.33
	Std. Deviation	.485	.511	.485
7-8	N	5	5	5
	Mean	.40	.20	.00
	Std. Deviation	.548	.447	.000
9-10	N	1	1	1
	Mean	1.00	.00	.00
	Std. Deviation	.	.	.
Total	N	104	104	104
	Mean	.67	.32	.42
	Std. Deviation	.471	.468	.496

Report

What is the average frequency of training sessions per week?		Feel confident	Feel full of energy	Am motivated for my next workout session
3-4	N	49	49	49
	Mean	.37	.27	.47
	Std. Deviation	.487	.446	.504
4-5	N	31	31	31
	Mean	.52	.16	.42
	Std. Deviation	.508	.374	.502
6-7	N	18	18	18
	Mean	.50	.22	.72
	Std. Deviation	.514	.428	.461
7-8	N	5	5	5
	Mean	.60	.20	.00
	Std. Deviation	.548	.447	.000
9-10	N	1	1	1
	Mean	.00	.00	1.00
	Std. Deviation	.	.	.
Total	N	104	104	104
	Mean	.44	.22	.48
	Std. Deviation	.499	.417	.502

Report

What is the average frequency of training sessions per week?		Classify the following male body according to the apparent level of physical condition	Classify the following female body according to the apparent level of physical condition
3-4	N	49	49
	Mean	3.08	2.67
	Std. Deviation	.702	.689
4-5	N	31	31
	Mean	3.10	2.97
	Std. Deviation	.651	.706
6-7	N	18	18
	Mean	3.11	2.78
	Std. Deviation	.676	.732
7-8	N	5	5
	Mean	3.00	3.00
	Std. Deviation	.707	1.000
9-10	N	1	1
	Mean	3.00	3.00
	Std. Deviation	.	.
Total	N	104	104
	Mean	3.09	2.80
	Std. Deviation	.670	.716

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Sweat right away * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%
Feel shortness of breath * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%
Feel energetic * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%
Feel motivated * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%
Feel exhausted * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%
Am very sweaty * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%
Feel confident * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%
Feel full of energy * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%
Am motivated for my next workout session * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Classify the following male body according to the apparent level of physical condition * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%
Classify the following female body according to the apparent level of physical condition * What is the average frequency of training sessions per week?	54	100.0%	0	0.0%	54	100.0%

Report

What is the average frequency of training sessions per week?		Sweat right away	Feel shortness of breath	Feel energetic
1-2	N	54	54	54
	Mean	.06	.17	.52
	Std. Deviation	.231	.376	.504
Total	N	54	54	54
	Mean	.06	.17	.52
	Std. Deviation	.231	.376	.504

Report

What is the average frequency of training sessions per week?		Feel motivated	Feel exhausted	Am very sweaty
1-2	N	54	54	54
	Mean	.65	.41	.26
	Std. Deviation	.482	.496	.442
Total	N	54	54	54
	Mean	.65	.41	.26
	Std. Deviation	.482	.496	.442

Report

What is the average frequency of training sessions per week?		Feel confident	Feel full of energy	Am motivated for my next workout session
1-2	N	54	54	54
	Mean	.35	.15	.46
	Std. Deviation	.482	.359	.503
Total	N	54	54	54
	Mean	.35	.15	.46
	Std. Deviation	.482	.359	.503

Report

What is the average frequency of training sessions per week?		Classify the following male body according to the apparent level of physical condition	Classify the following female body according to the apparent level of physical condition
1-2	N	54	54
	Mean	2.83	2.61
	Std. Deviation	.841	.811
Total	N	54	54
	Mean	2.83	2.61
	Std. Deviation	.841	.811

Do you consider yourself an athletic or sedentary person? * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	61	38	99
	Athletic	5	121	126
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	88.882[a]	1	.000		
Continuity Correction[b]	86.123	1	.000		
Likelihood Ratio	98.381	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	88.487	1	.000		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.04.

b. Computed only for a 2x2 table

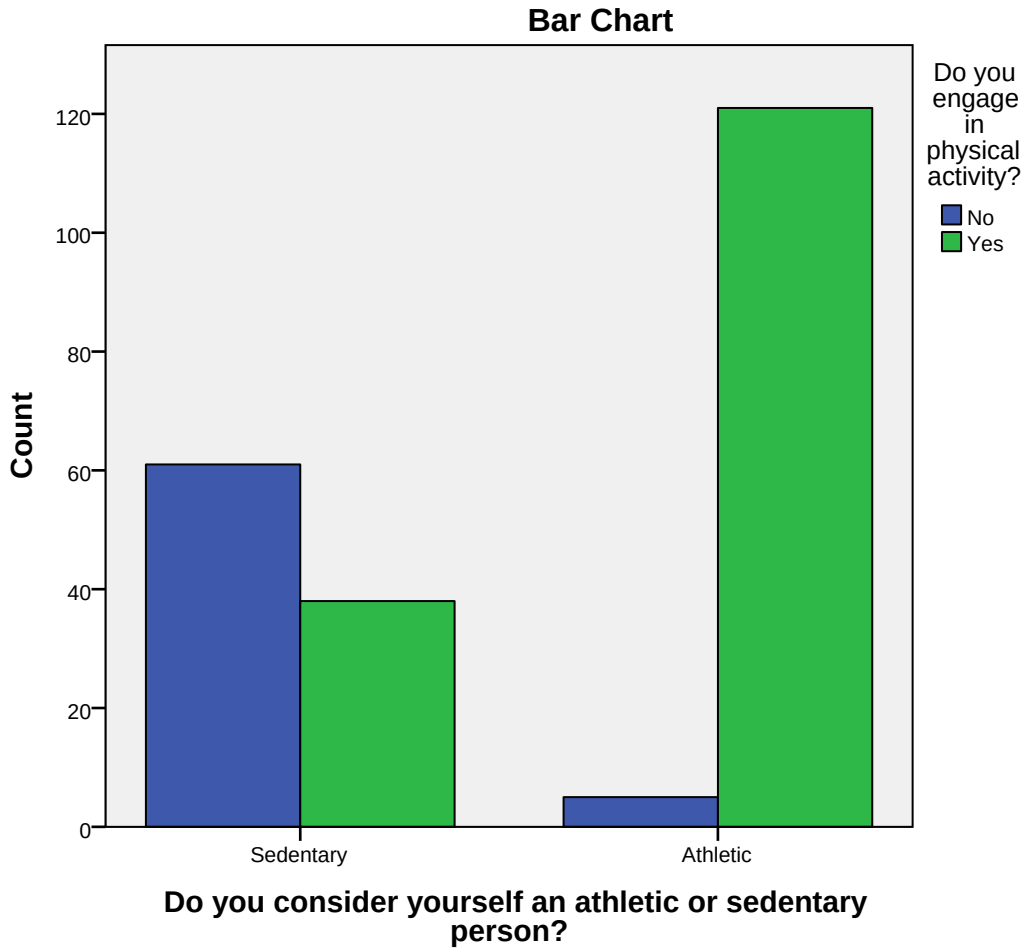
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.629	.048	12.067	.000[c]
Ordinal by Ordinal	Spearman Correlation	.629	.048	12.067	.000[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Go with friends * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Go with friends	No	35	66	101
	Yes	31	93	124
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.502[a]	1	.114		
Continuity Correction[b]	2.058	1	.151		
Likelihood Ratio	2.495	1	.114		
Fisher's Exact Test				.141	.076
Linear-by-Linear Association	2.491	1	.114		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.63.

b. Computed only for a 2x2 table

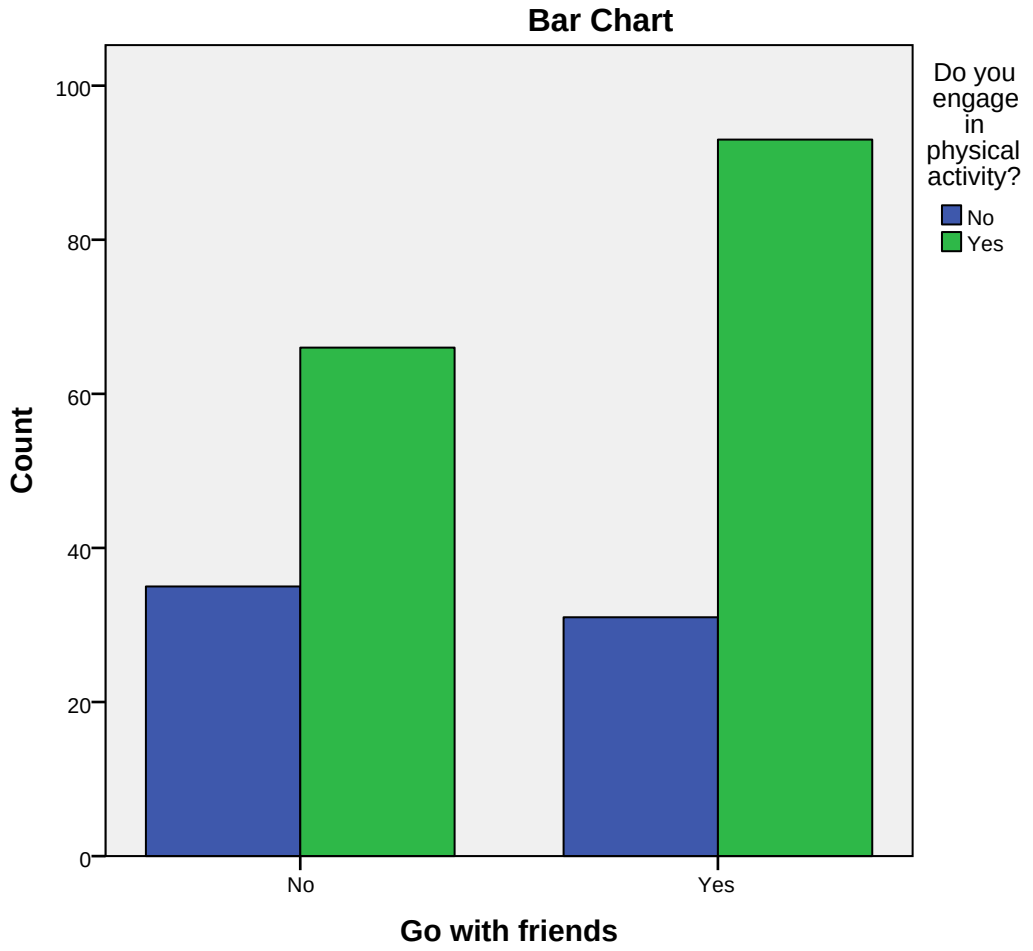
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.105	.067	1.584	.115[c]
Ordinal by Ordinal	Spearman Correlation	.105	.067	1.584	.115[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



See social media shares associated with healthy lifestyles * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
See social media shares associated with healthy lifestyles	No	56	138	194
	Yes	10	21	31
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.148[a]	1	.700		
Continuity Correction[b]	.030	1	.863		
Likelihood Ratio	.146	1	.702		
Fisher's Exact Test				.677	.423
Linear-by-Linear Association	.148	1	.701		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.09.

b. Computed only for a 2x2 table

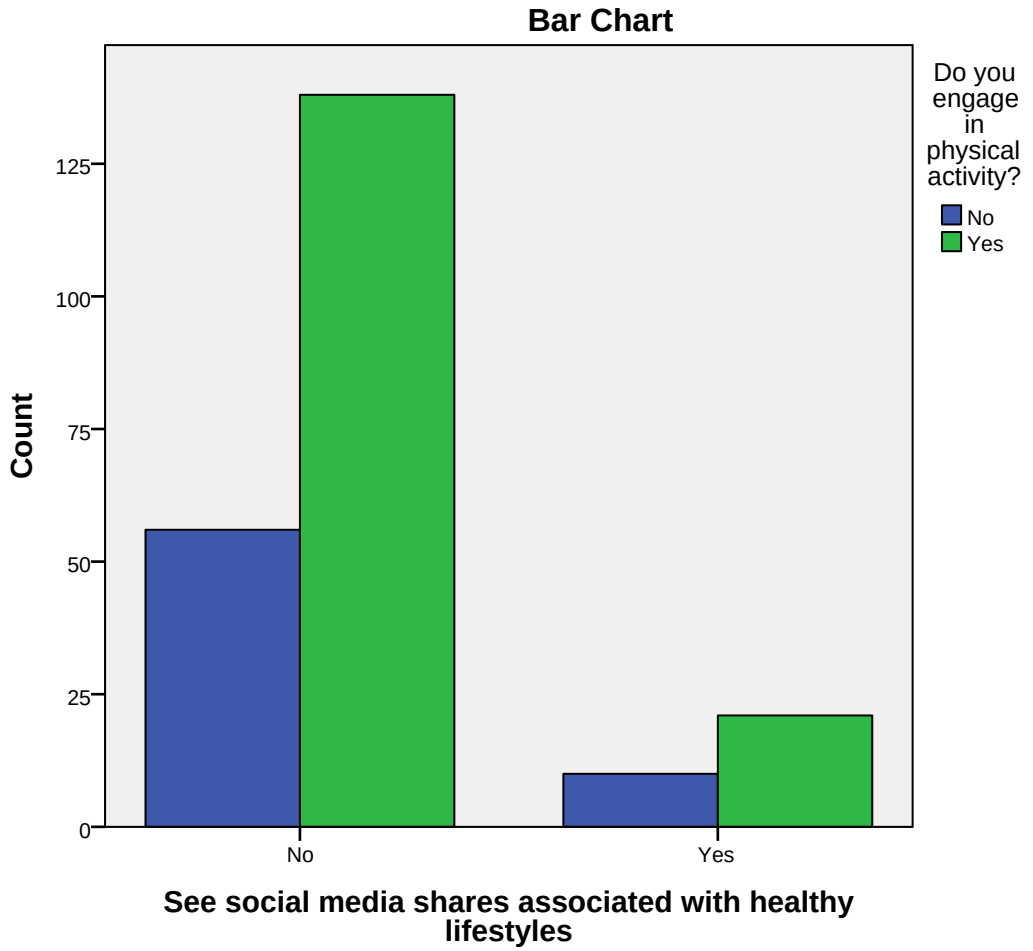
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.026	.068	-.384	.702[c]
Ordinal by Ordinal	Spearman Correlation	-.026	.068	-.384	.702[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Have a training program * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Have a training program	No	62	90	152
	Yes	4	69	73
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	29.662[a]	1	.000		
Continuity Correction[b]	27.983	1	.000		
Likelihood Ratio	35.760	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	29.530	1	.000		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.41.

b. Computed only for a 2x2 table

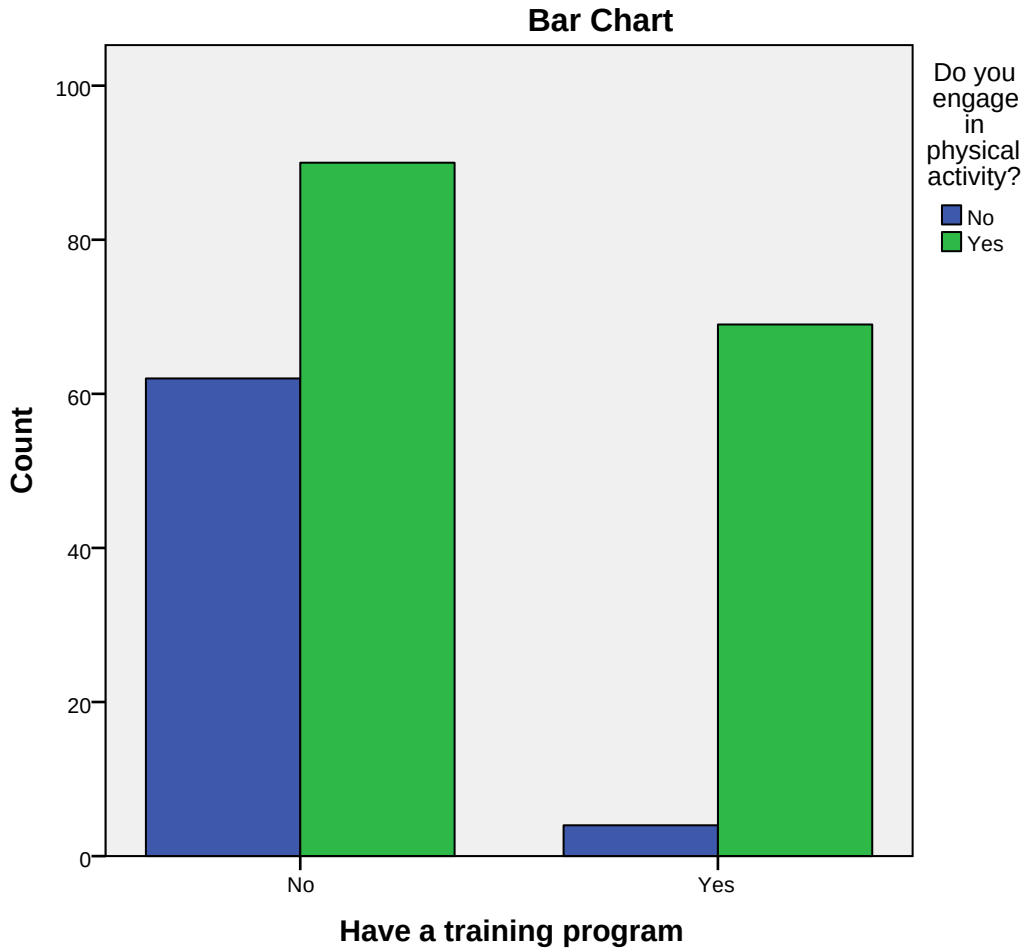
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.363	.046	5.819	.000[c]
Ordinal by Ordinal	Spearman Correlation	.363	.046	5.819	.000[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Watch inspirational fitness videos * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Watch inspirational fitness videos	No	60	130	190
	Yes	6	29	35
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.971[a]	1	.085		
Continuity Correction[b]	2.316	1	.128		
Likelihood Ratio	3.240	1	.072		
Fisher's Exact Test				.106	.060
Linear-by-Linear Association	2.958	1	.085		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.27.

b. Computed only for a 2x2 table

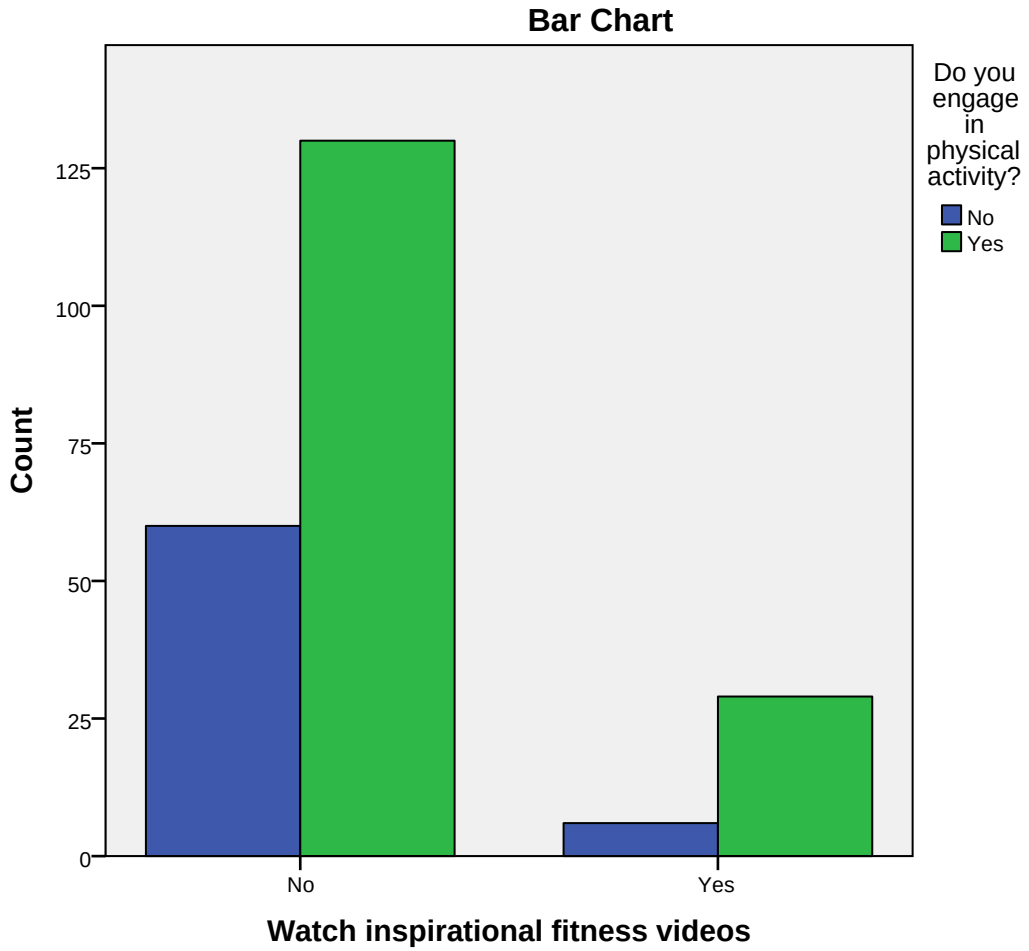
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.115	.057	1.728	.085[c]
Ordinal by Ordinal	Spearman Correlation	.115	.057	1.728	.085[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Schedule a session with a PT * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Schedule a session with a PT	No	62	149	211
	Yes	4	10	14
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.004[a]	1	.948		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.004	1	.948		
Fisher's Exact Test				1.000	.607
Linear-by-Linear Association	.004	1	.949		
N of Valid Cases	225				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.11.

b. Computed only for a 2x2 table

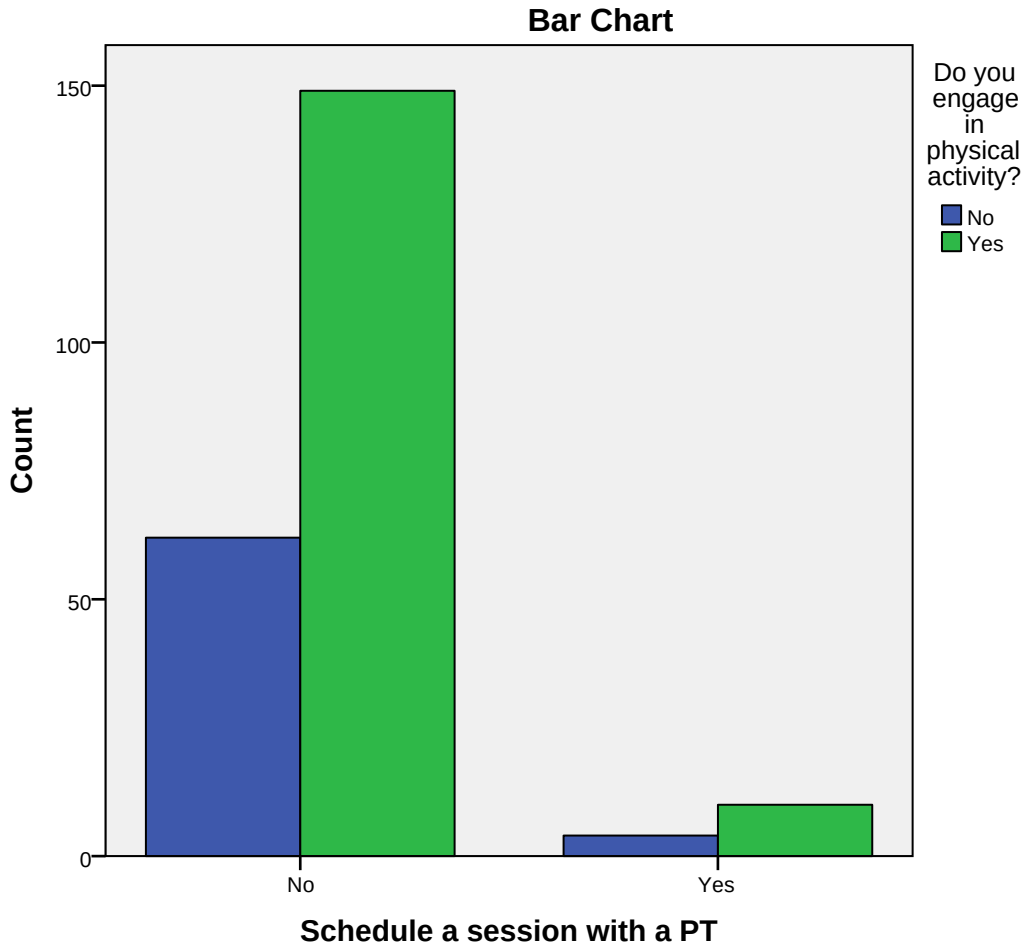
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.004	.066	.064	.949[c]
Ordinal by Ordinal	Spearman Correlation	.004	.066	.064	.949[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Watch sports advertising * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Watch sports advertising	No	64	150	214
	Yes	2	9	11
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.694[a]	1	.405		
Continuity Correction[b]	.243	1	.622		
Likelihood Ratio	.758	1	.384		
Fisher's Exact Test				.515	.324
Linear-by-Linear Association	.691	1	.406		
N of Valid Cases	225				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.23.

b. Computed only for a 2x2 table

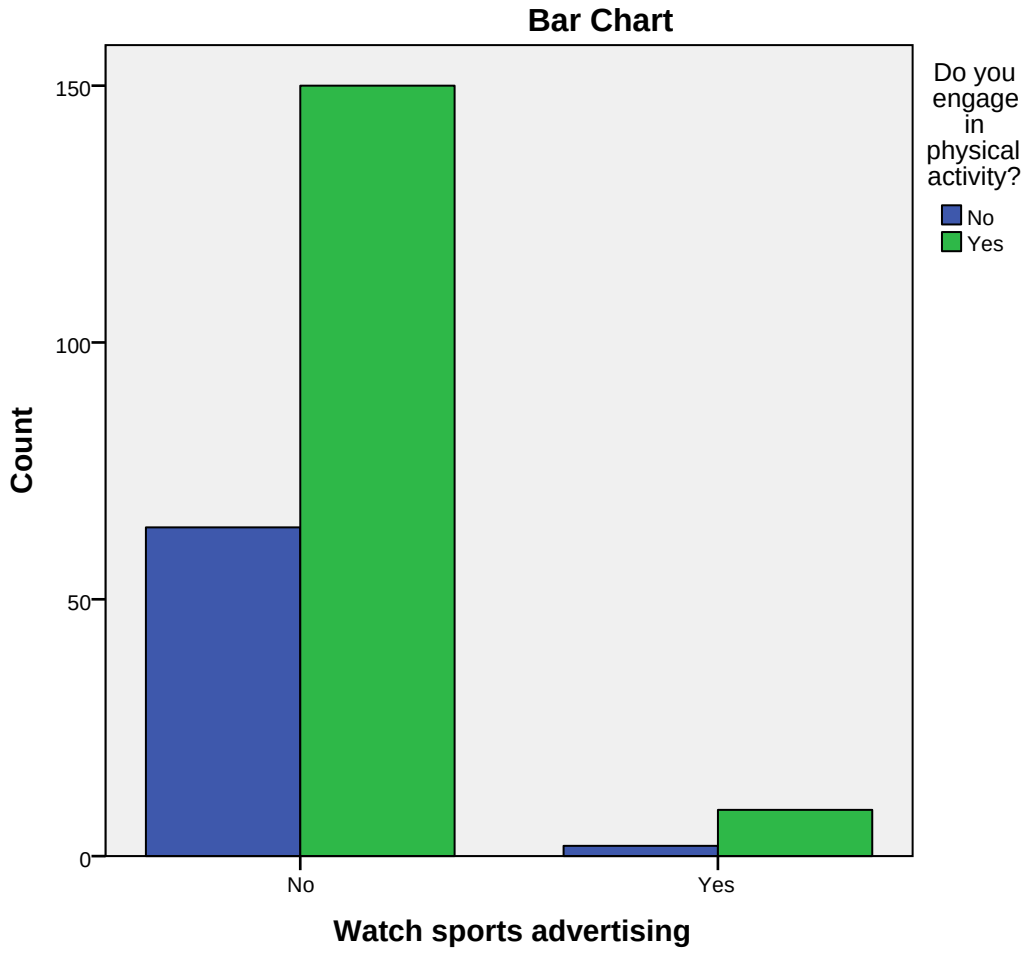
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.056	.057	.831	.407[c]
Ordinal by Ordinal	Spearman Correlation	.056	.057	.831	.407[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Feel guilt or obligation * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Feel guilt or obligation	No	39	123	162
	Yes	27	36	63
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.720[a]	1	.005		
Continuity Correction[b]	6.841	1	.009		
Likelihood Ratio	7.427	1	.006		
Fisher's Exact Test				.009	.005
Linear-by-Linear Association	7.686	1	.006		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.48.

b. Computed only for a 2x2 table

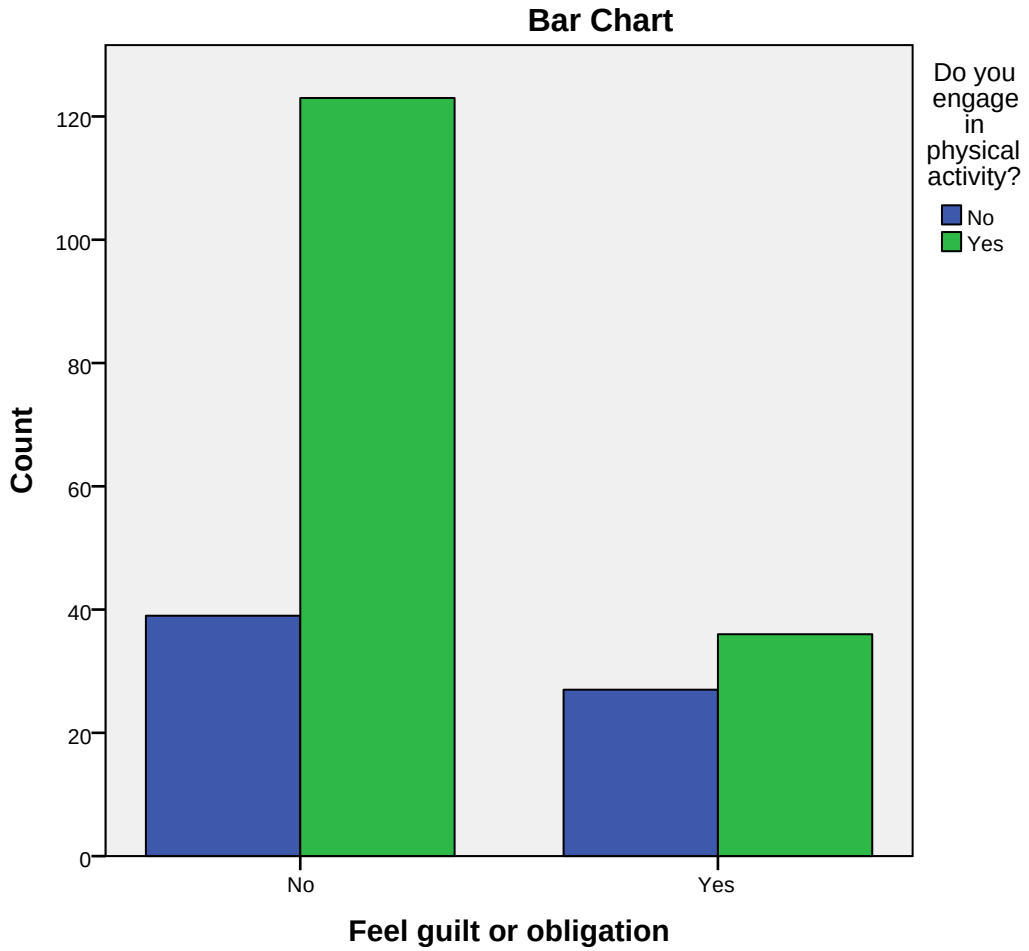
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.185	.070	-2.815	.005[c]
Ordinal by Ordinal	Spearman Correlation	-.185	.070	-2.815	.005[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Have new sports apparel or gear * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Have new sports apparel or gear	No	58	110	168
	Yes	8	49	57
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.619[a]	1	.003		
Continuity Correction[b]	7.659	1	.006		
Likelihood Ratio	9.526	1	.002		
Fisher's Exact Test				.004	.002
Linear-by-Linear Association	8.581	1	.003		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.72.

b. Computed only for a 2x2 table

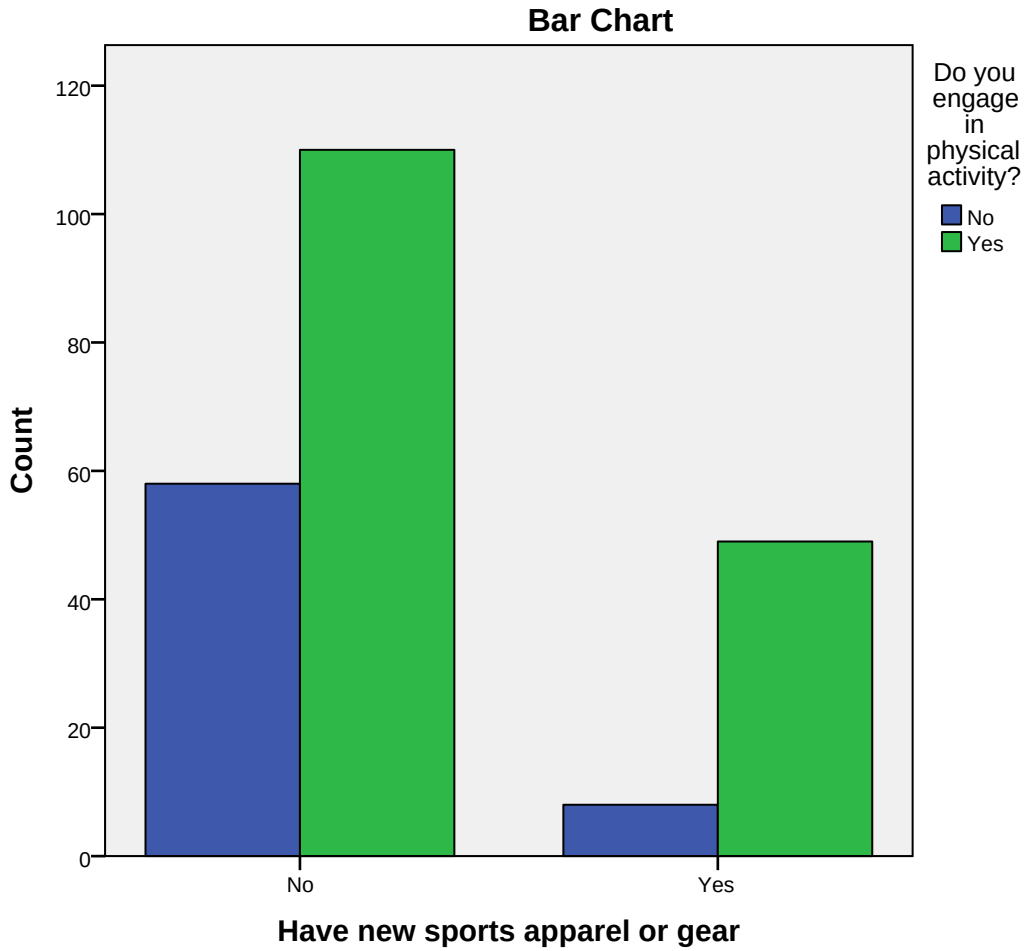
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.196	.056	2.980	.003[c]
Ordinal by Ordinal	Spearman Correlation	.196	.056	2.980	.003[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Classify the following male body according to the apparent level of phy sical condition * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Classify the following male body according to the apparent level of physical condition	Bad	1	3	4
	Reasonable	17	34	51
	Good	39	82	121
	Excellent	9	40	49
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.763[a]	3	.288
Likelihood Ratio	4.017	3	.260
Linear-by-Linear Association	2.076	1	.150
N of Valid Cases	225		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.17.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.096	.063	1.444	.150[c]
Ordinal by Ordinal	Spearman Correlation	.102	.063	1.524	.129[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Classify the following female body according to the apparent level of p hysical condition * Do you engage in physical activity?

Crosstab

Count

		Do you engage in physical activity?		
		No	Yes	Total
Classify the following female body according to the apparent level of physical condition	Bad	8	3	11
	Reasonable	23	63	86
	Good	29	67	96
	Excellent	6	26	32
Total		66	159	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.035[a]	3	.007
Likelihood Ratio	11.020	3	.012
Linear-by-Linear Association	4.038	1	.044
N of Valid Cases	225		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.23.

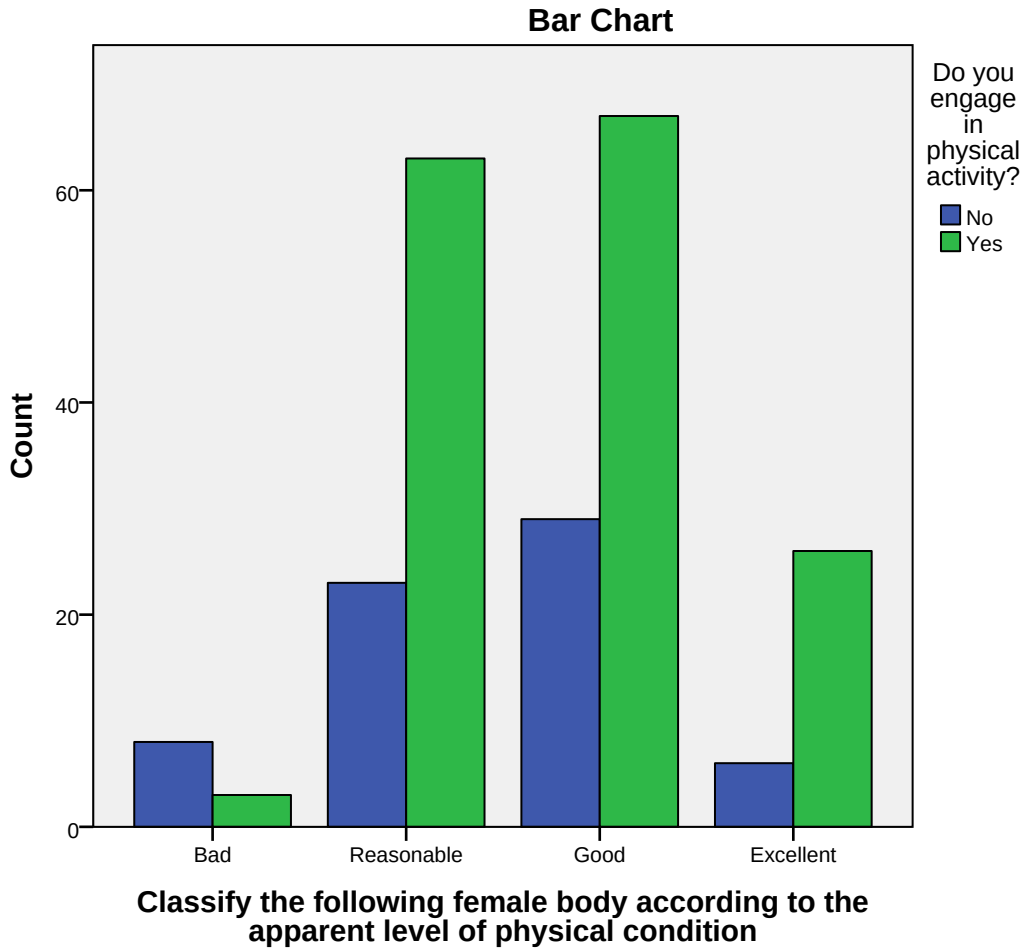
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.134	.067	2.023	.044[c]
Ordinal by Ordinal	Spearman Correlation	.110	.067	1.652	.100[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Do you engage in physical activity? * Do you consider yourself an athle tic or sedentary person?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Do you engage in physical activity?	No	61	5	66
	Yes	38	121	159
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	88.882[a]	1	.000		
Continuity Correction[b]	86.123	1	.000		
Likelihood Ratio	98.381	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	88.487	1	.000		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.04.

b. Computed only for a 2x2 table

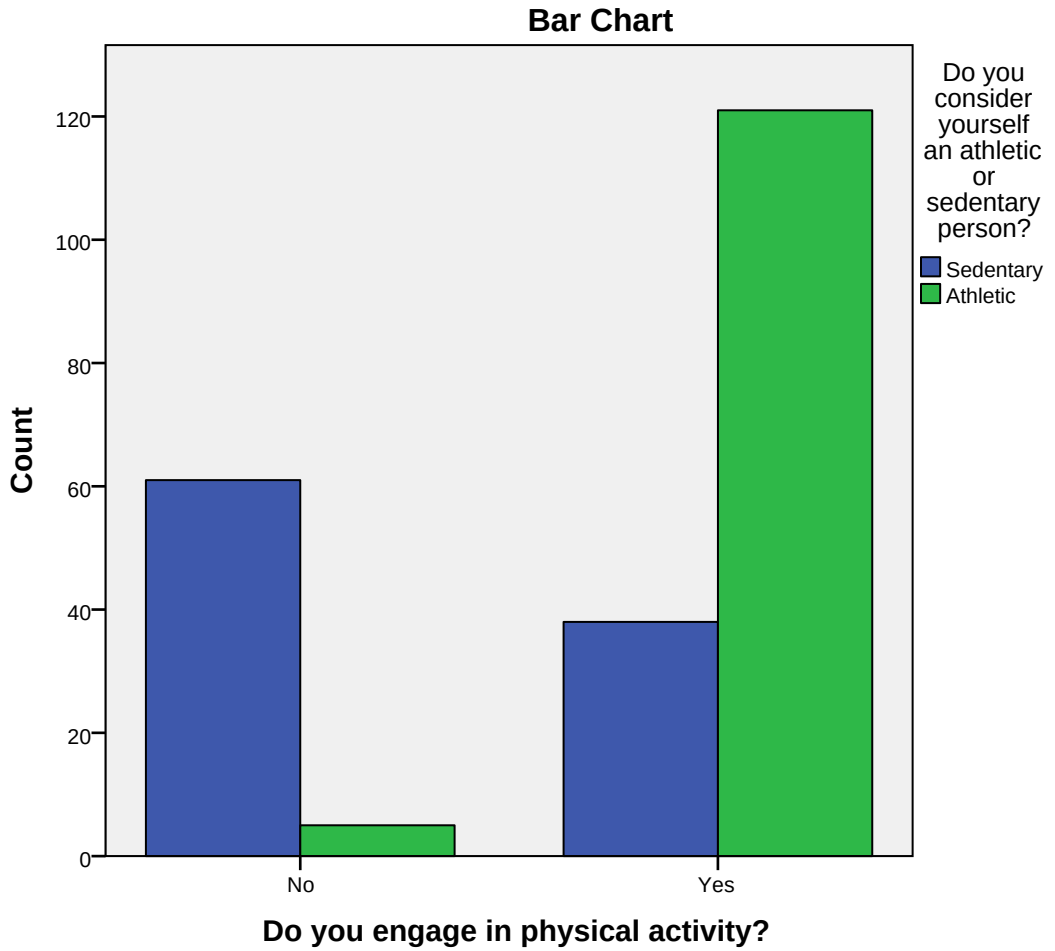
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.629	.048	12.067	.000[c]
Ordinal by Ordinal	Spearman Correlation	.629	.048	12.067	.000[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Go with friends * Do you consider yourself an athletic or sedentary person?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Go with friends	No	51	50	101
	Yes	48	76	124
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.138[a]	1	.077		
Continuity Correction[b]	2.678	1	.102		
Likelihood Ratio	3.140	1	.076		
Fisher's Exact Test				.081	.051
Linear-by-Linear Association	3.124	1	.077		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 44.44.

b. Computed only for a 2x2 table

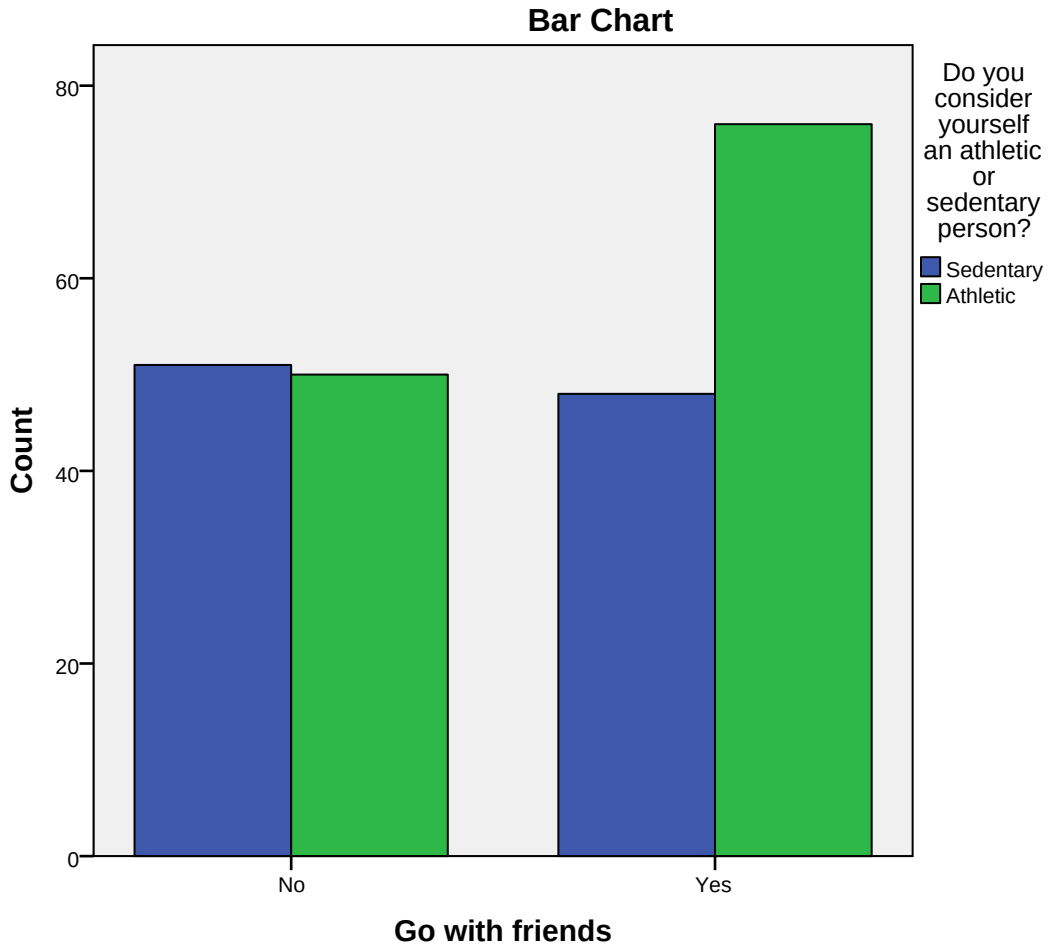
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.118	.066	1.776	.077[c]
Ordinal by Ordinal	Spearman Correlation	.118	.066	1.776	.077[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



See social media shares associated with healthy lifestyles * Do you consider yourself an athletic or sedentary person?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
See social media shares associated with healthy lifestyles	No	83	111	194
	Yes	16	15	31
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.846[a]	1	.358		
Continuity Correction[b]	.525	1	.469		
Likelihood Ratio	.840	1	.359		
Fisher's Exact Test				.437	.234
Linear-by-Linear Association	.842	1	.359		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.64.

b. Computed only for a 2x2 table

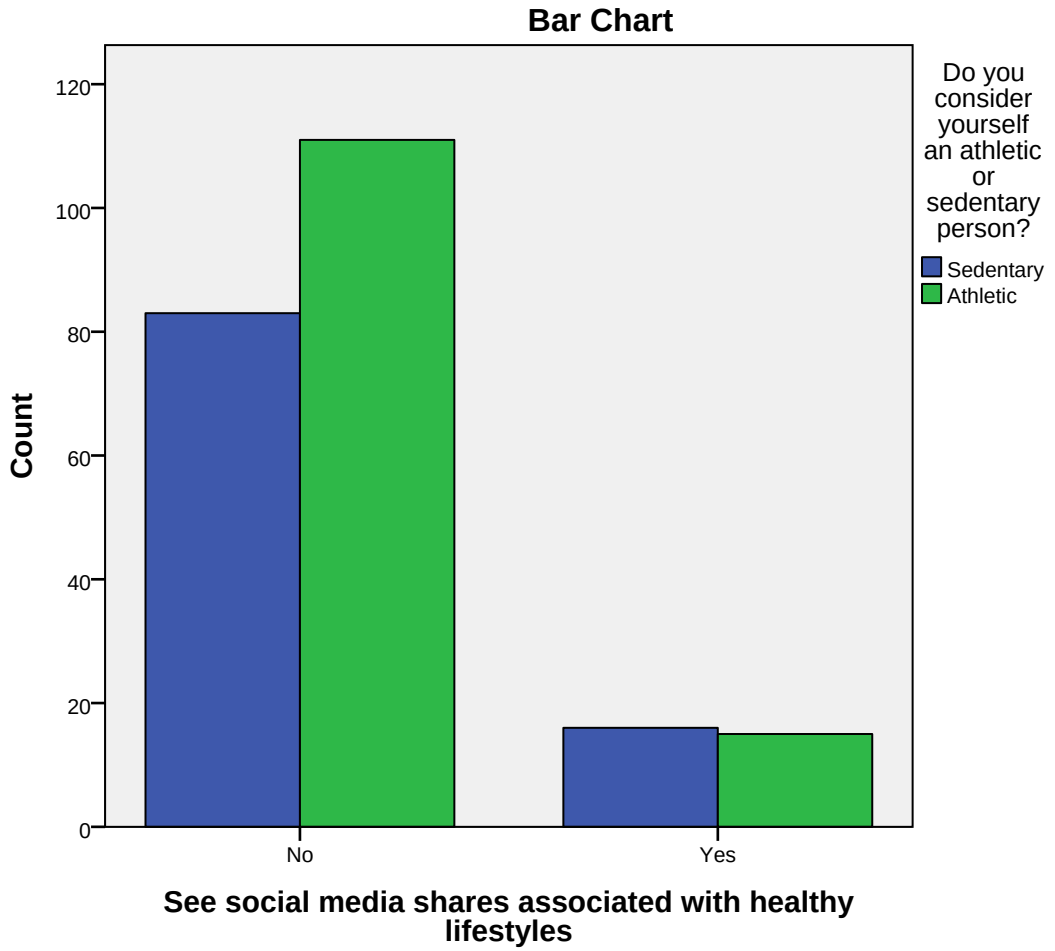
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.061	.067	-.917	.360[c]
Ordinal by Ordinal	Spearman Correlation	-.061	.067	-.917	.360[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Have a training program * Do you consider yourself an athletic or seden tary person?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Have a training program	No	85	67	152
	Yes	14	59	73
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	27.020[a]	1	.000		
Continuity Correction[b]	25.550	1	.000		
Likelihood Ratio	28.724	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	26.900	1	.000		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.12.

b. Computed only for a 2x2 table

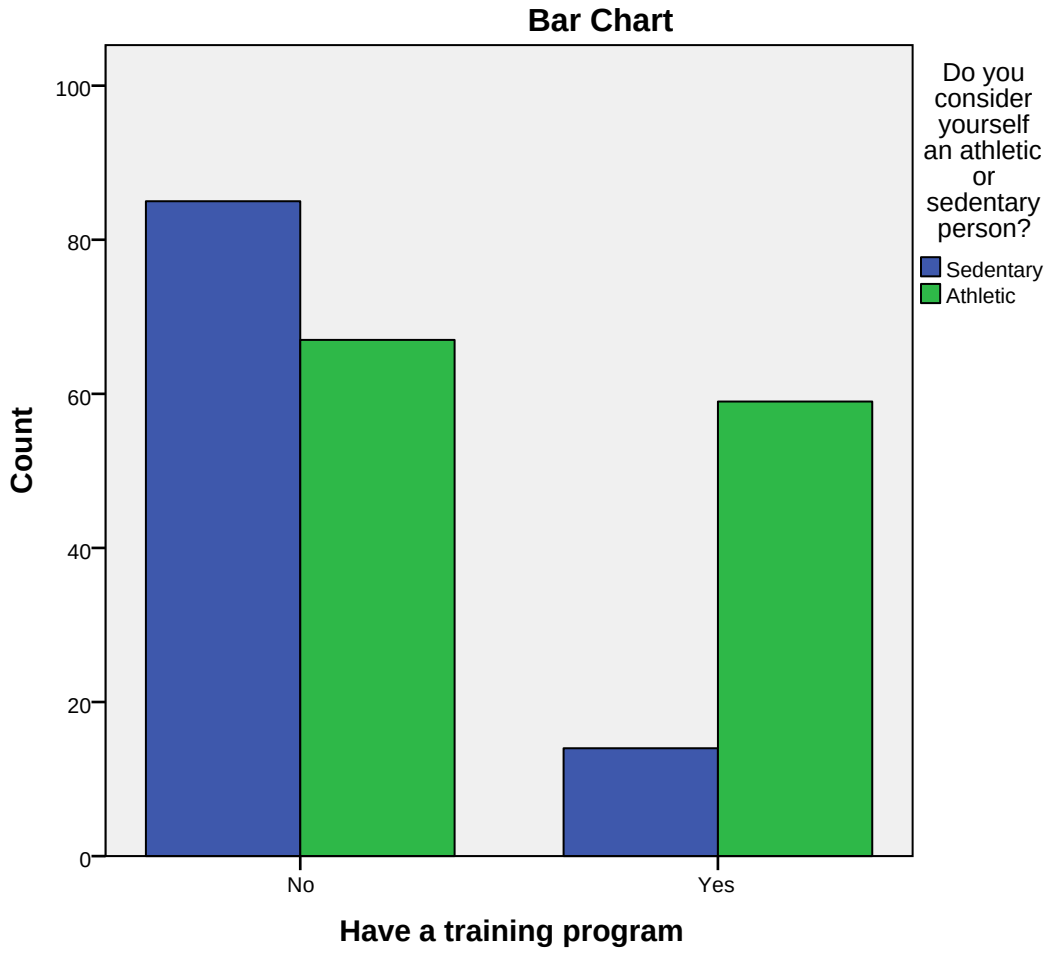
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.347	.058	5.517	.000[c]
Ordinal by Ordinal	Spearman Correlation	.347	.058	5.517	.000[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Watch inspirational fitness videos * Do you consider yourself an athleti c or sedentary person?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Watch inspirational fitness videos	No	91	99	190
	Yes	8	27	35
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.519[a]	1	.006		
Continuity Correction[b]	6.538	1	.011		
Likelihood Ratio	7.981	1	.005		
Fisher's Exact Test				.009	.004
Linear-by-Linear Association	7.486	1	.006		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.40.

b. Computed only for a 2x2 table

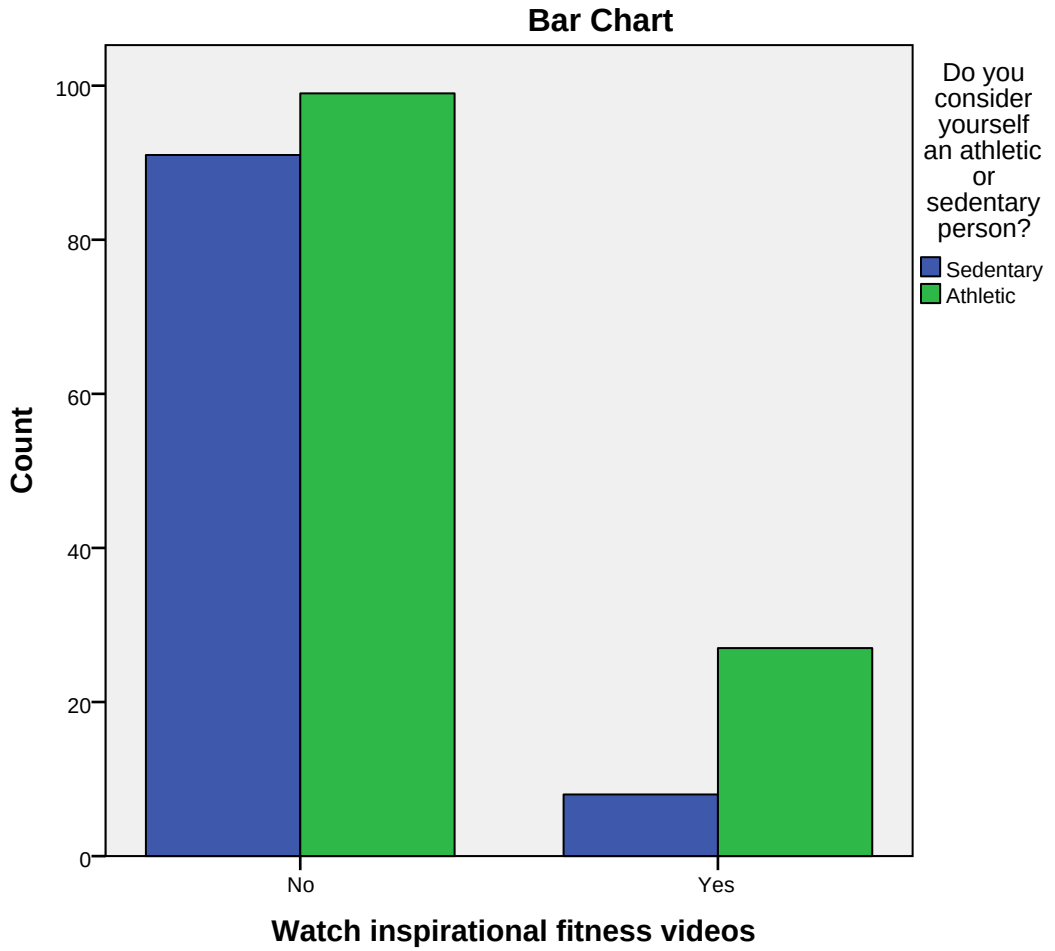
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.183	.059	2.777	.006[c]
Ordinal by Ordinal	Spearman Correlation	.183	.059	2.777	.006[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Schedule a session with a PT * Do you consider yourself an athletic or sedentary person?

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.493[a]	1	.114		
Continuity Correction[b]	1.693	1	.193		
Likelihood Ratio	2.482	1	.115		
Fisher's Exact Test				.164	.097
Linear-by-Linear Association	2.482	1	.115		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.16.

b. Computed only for a 2x2 table

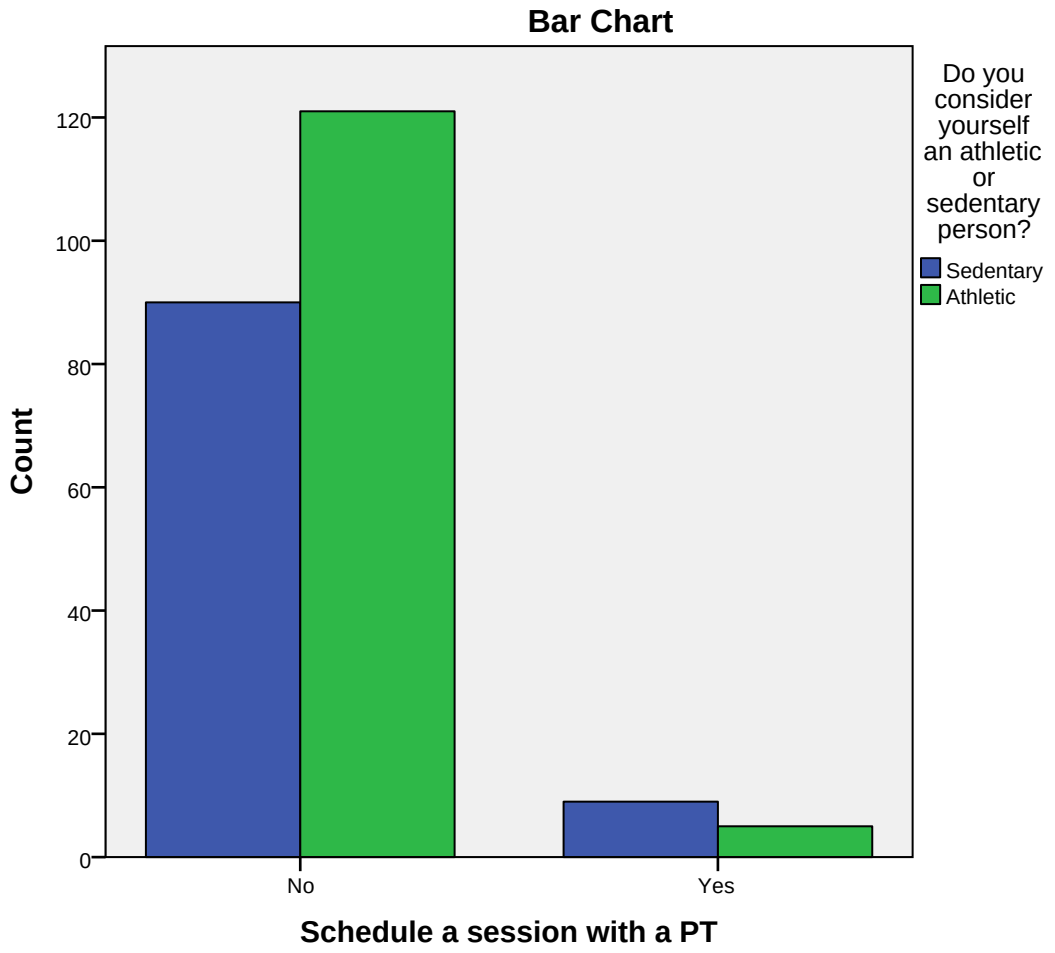
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.105	.066	-1.581	.115[c]
Ordinal by Ordinal	Spearman Correlation	-.105	.066	-1.581	.115[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Watch sports advertising * Do you consider yourself an athletic or sedentary person?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Watch sports advertising	No	95	119	214
	Yes	4	7	11
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.274[a]	1	.601		
Continuity Correction[b]	.045	1	.832		
Likelihood Ratio	.278	1	.598		
Fisher's Exact Test				.759	.421
Linear-by-Linear Association	.272	1	.602		
N of Valid Cases	225				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.84.

b. Computed only for a 2x2 table

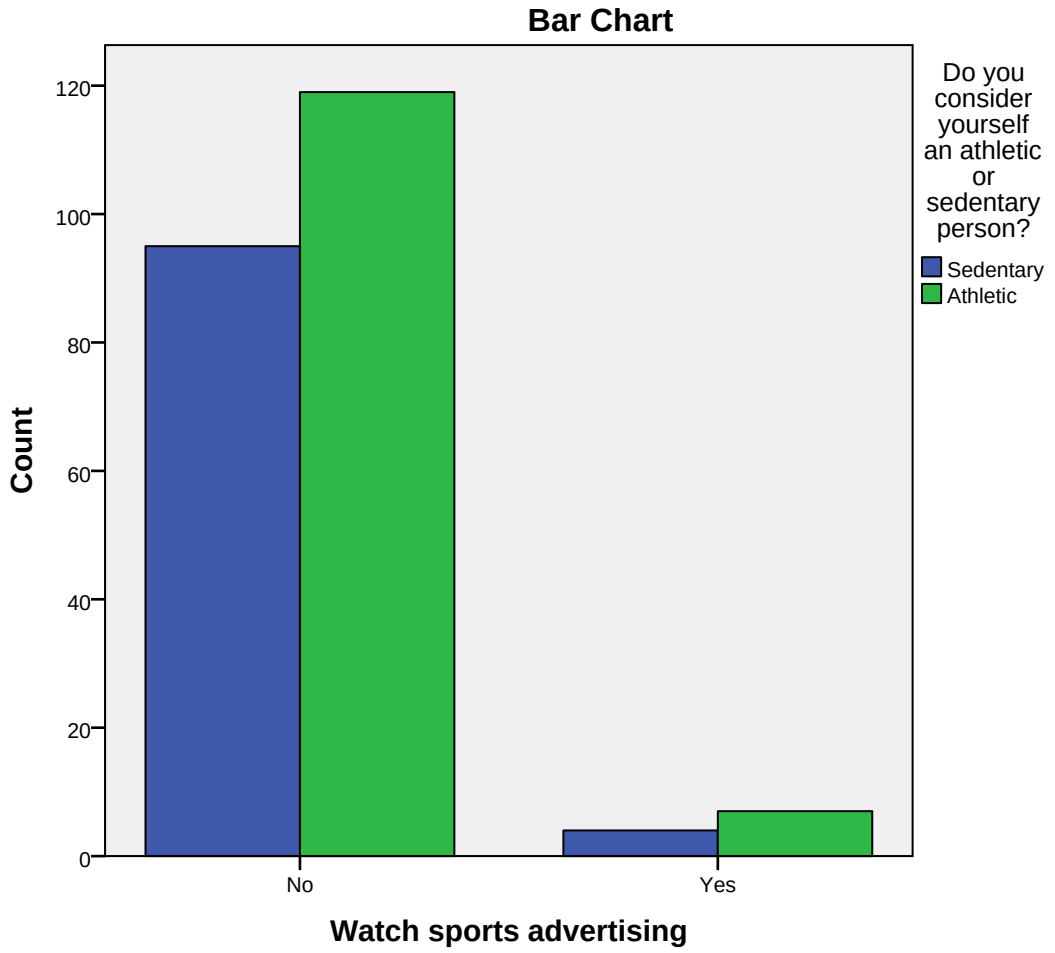
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.035	.065	.521	.603[c]
Ordinal by Ordinal	Spearman Correlation	.035	.065	.521	.603[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Feel guilt or obligation * Do you consider yourself an athletic or sedentary person?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Feel guilt or obligation	No	62	100	162
	Yes	37	26	63
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.705[a]	1	.006		
Continuity Correction[b]	6.897	1	.009		
Likelihood Ratio	7.680	1	.006		
Fisher's Exact Test				.007	.004
Linear-by-Linear Association	7.671	1	.006		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.72.

b. Computed only for a 2x2 table

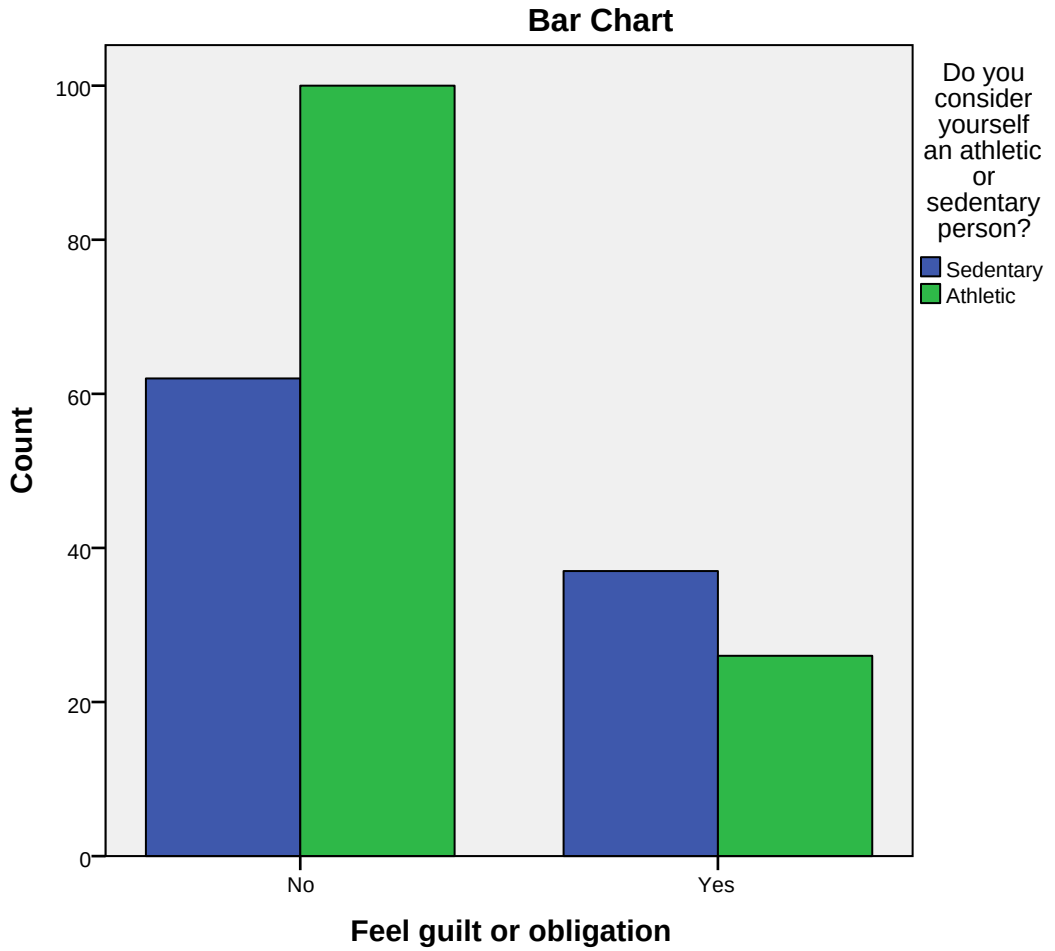
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.185	.066	-2.812	.005[c]
Ordinal by Ordinal	Spearman Correlation	-.185	.066	-2.812	.005[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Have new sports apparel or gear * Do you consider yourself an athletic or sedentary person?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Have new sports apparel or gear	No	81	87	168
	Yes	18	39	57
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.780[a]	1	.029		
Continuity Correction[b]	4.129	1	.042		
Likelihood Ratio	4.889	1	.027		
Fisher's Exact Test				.031	.020
Linear-by-Linear Association	4.759	1	.029		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.08.

b. Computed only for a 2x2 table

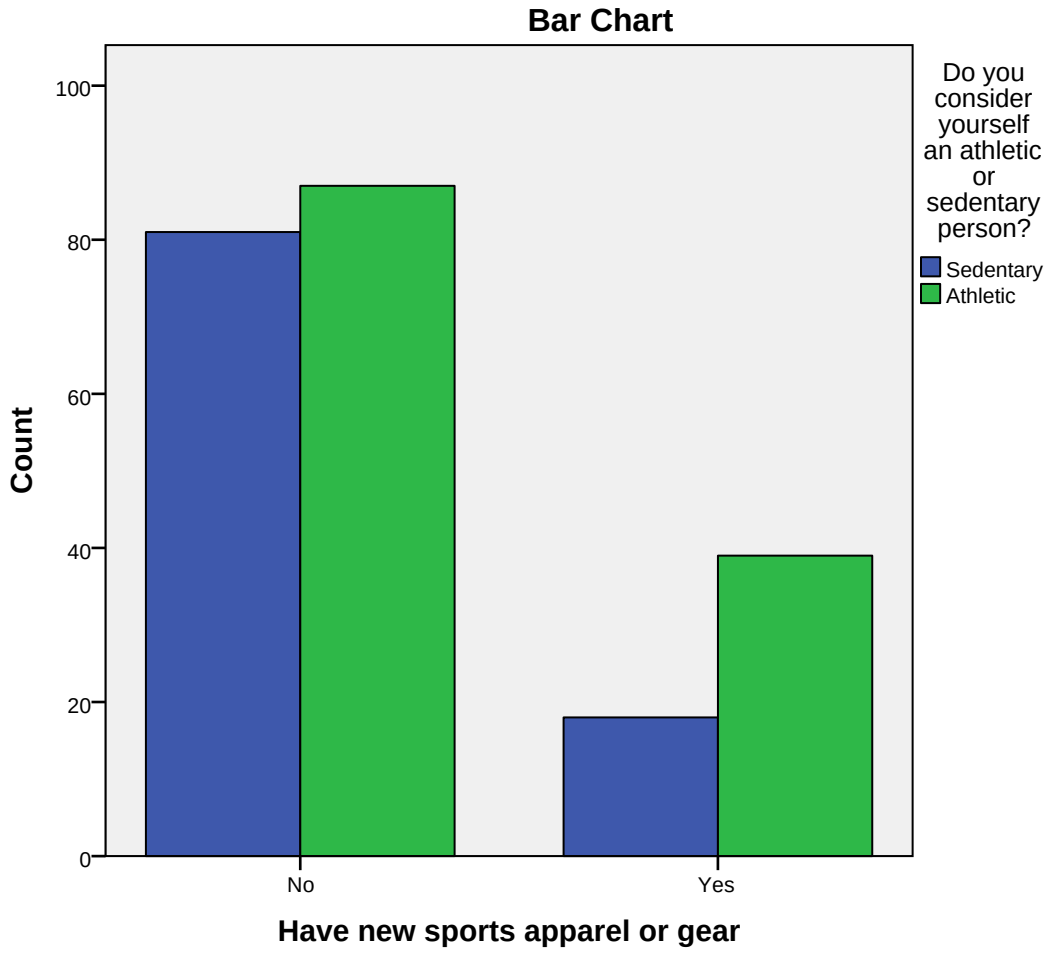
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.146	.064	2.200	.029[c]
Ordinal by Ordinal	Spearman Correlation	.146	.064	2.200	.029[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Classify the following male body according to the apparent level of phy sical condition * Do you consider yourself an athletic or sedentary pers on?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Classify the following male body according to the apparent level of physical condition	Bad	2	2	4
	Reasonable	29	22	51
	Good	49	72	121
	Excellent	19	30	49
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.629[a]	3	.201
Likelihood Ratio	4.605	3	.203
Linear-by-Linear Association	3.222	1	.073
N of Valid Cases	225		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.76.

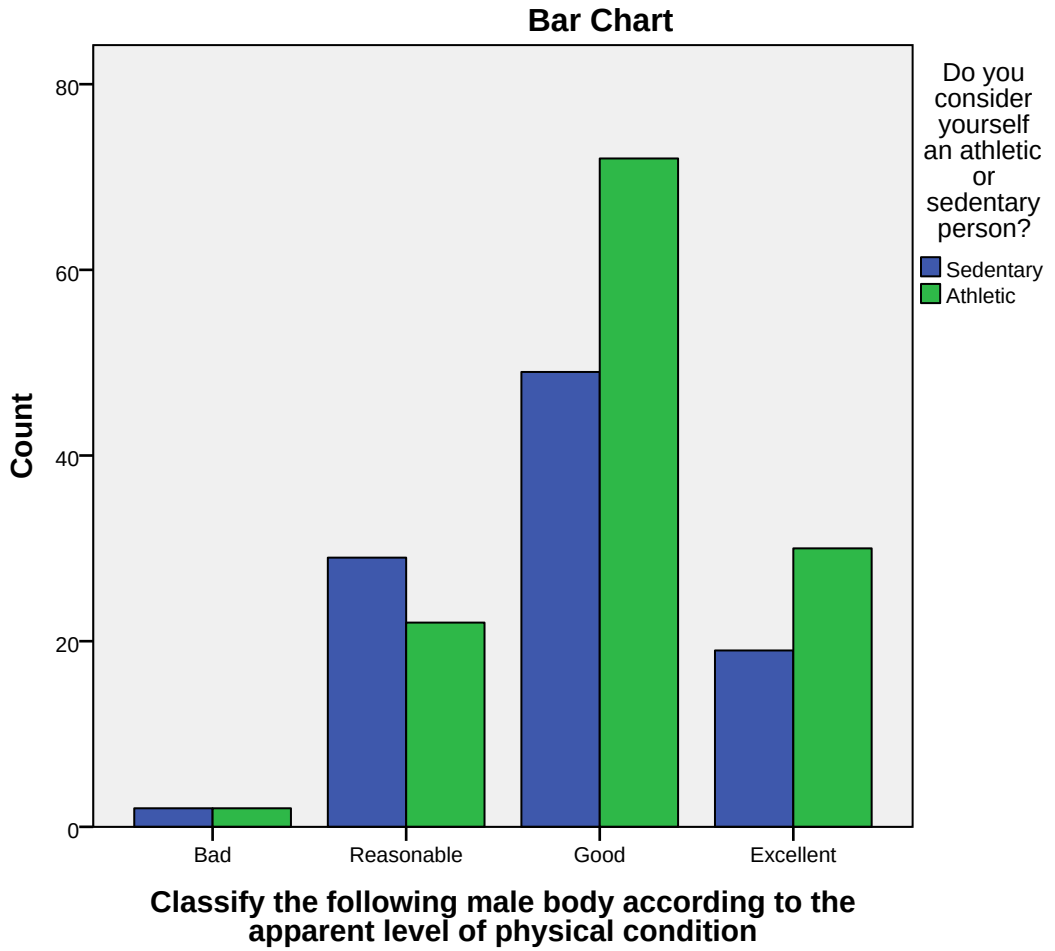
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.120	.066	1.804	.073[c]
Ordinal by Ordinal	Spearman Correlation	.123	.066	1.850	.066[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Classify the following female body according to the apparent level of p hysical condition * Do you consider yourself an athletic or sedentary pe rson?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
Classify the following female body according to the apparent level of physical condition	Bad	10	1	11
	Reasonable	35	51	86
	Good	38	58	96
	Excellent	16	16	32
Total		99	126	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.432[a]	3	.010
Likelihood Ratio	12.491	3	.006
Linear-by-Linear Association	.916	1	.338
N of Valid Cases	225		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.84.

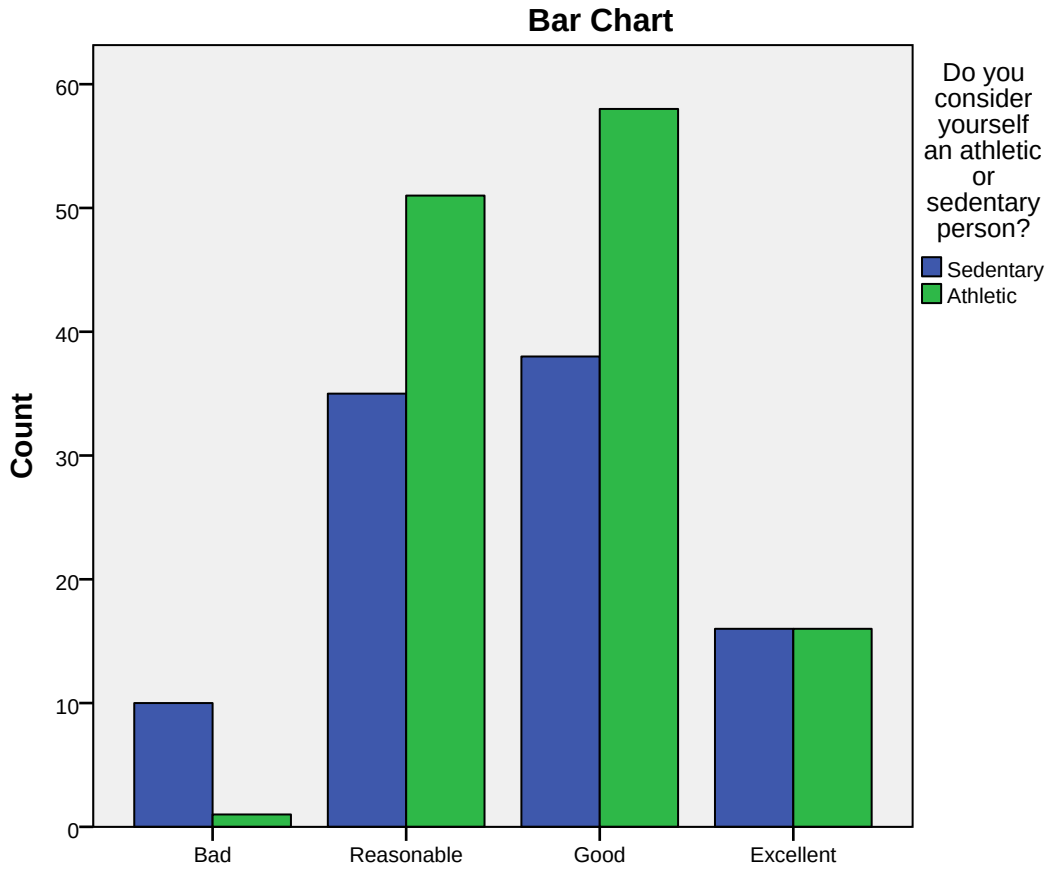
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.064	.068	.957	.340[c]
Ordinal by Ordinal	Spearman Correlation	.050	.068	.751	.454[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Do you engage in physical activity? * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Do you engage in physical activity?	No	22	44	66
	Yes	78	81	159
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.670[a]	1	.031		
Continuity Correction[b]	4.055	1	.044		
Likelihood Ratio	4.749	1	.029		
Fisher's Exact Test				.039	.021
Linear-by-Linear Association	4.649	1	.031		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.33.

b. Computed only for a 2x2 table

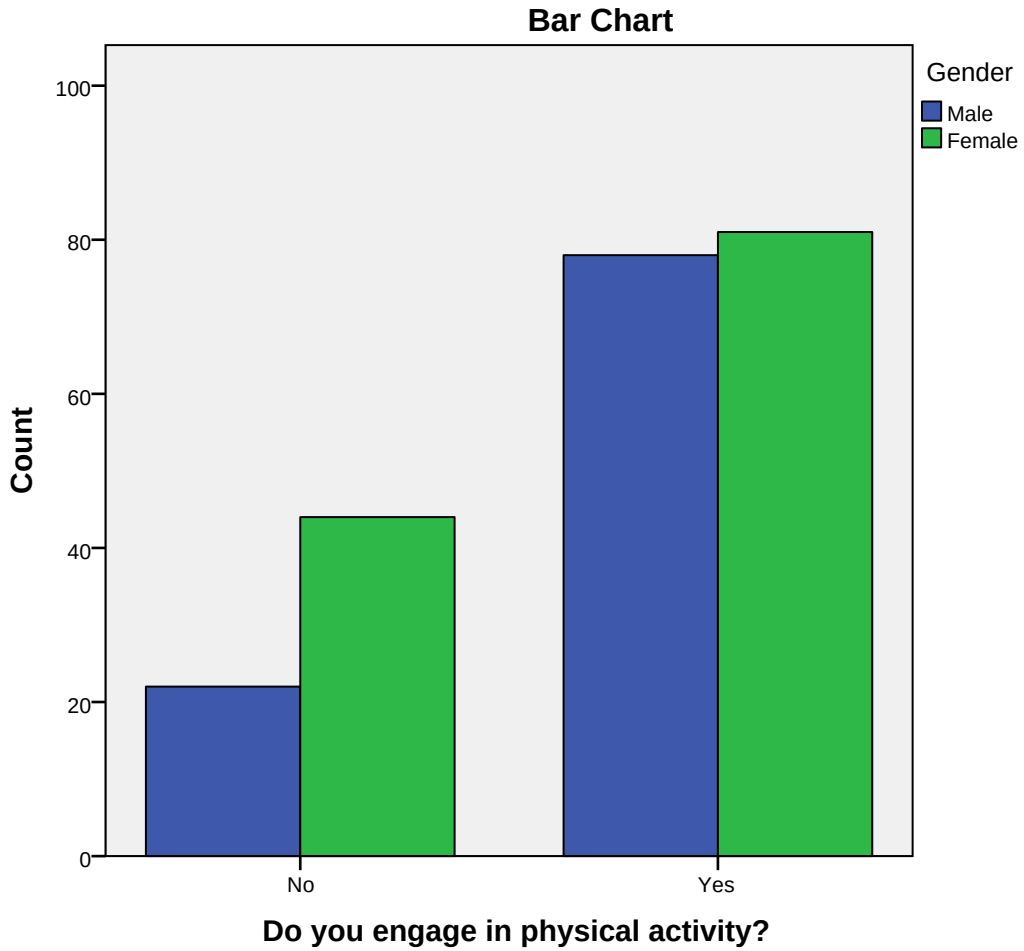
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.144	.065	-2.174	.031[c]
Ordinal by Ordinal	Spearman Correlation	-.144	.065	-2.174	.031[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Do you consider yourself an athletic or sedentary person? * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	35	64	99
	Athletic	65	61	126
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.917[a]	1	.015		
Continuity Correction[b]	5.278	1	.022		
Likelihood Ratio	5.964	1	.015		
Fisher's Exact Test				.016	.011
Linear-by-Linear Association	5.891	1	.015		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 44.00.

b. Computed only for a 2x2 table

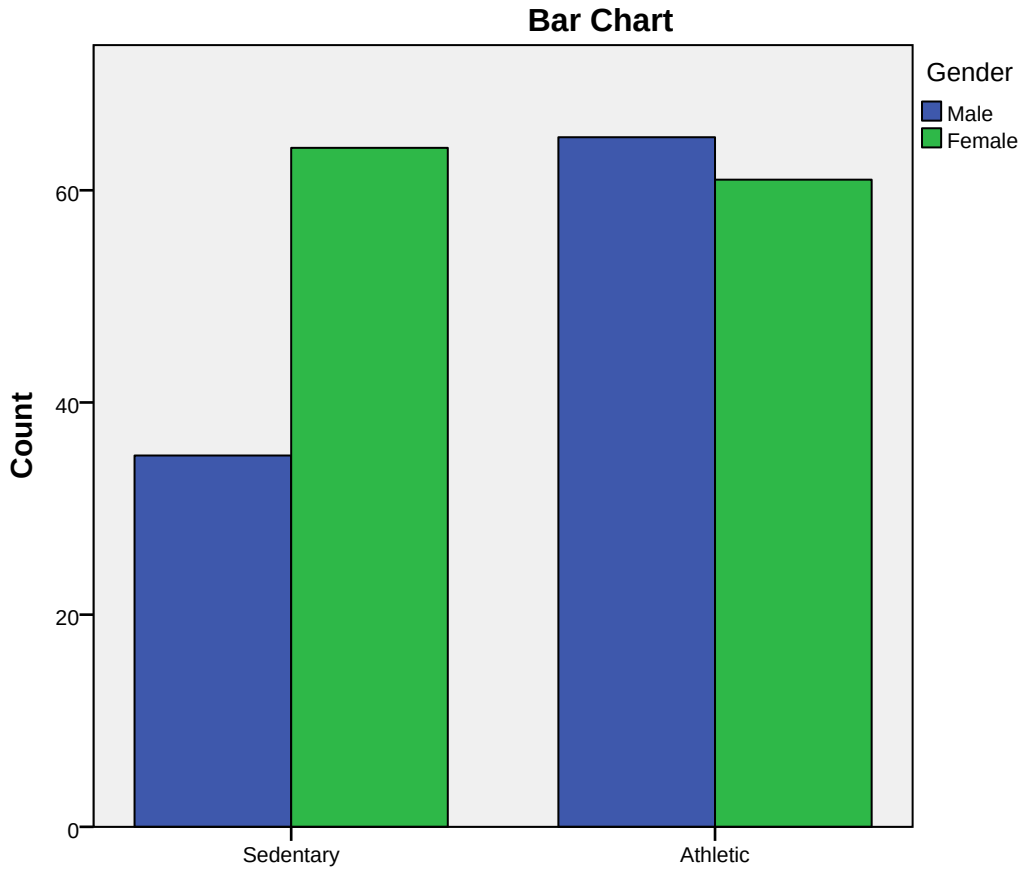
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.162	.065	-2.454	.015[c]
Ordinal by Ordinal	Spearman Correlation	-.162	.065	-2.454	.015[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Go with friends * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Go with friends	No	39	62	101
	Yes	61	63	124
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.523[a]	1	.112		
Continuity Correction[b]	2.113	1	.146		
Likelihood Ratio	2.533	1	.112		
Fisher's Exact Test				.138	.073
Linear-by-Linear Association	2.512	1	.113		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 44.89.

b. Computed only for a 2x2 table

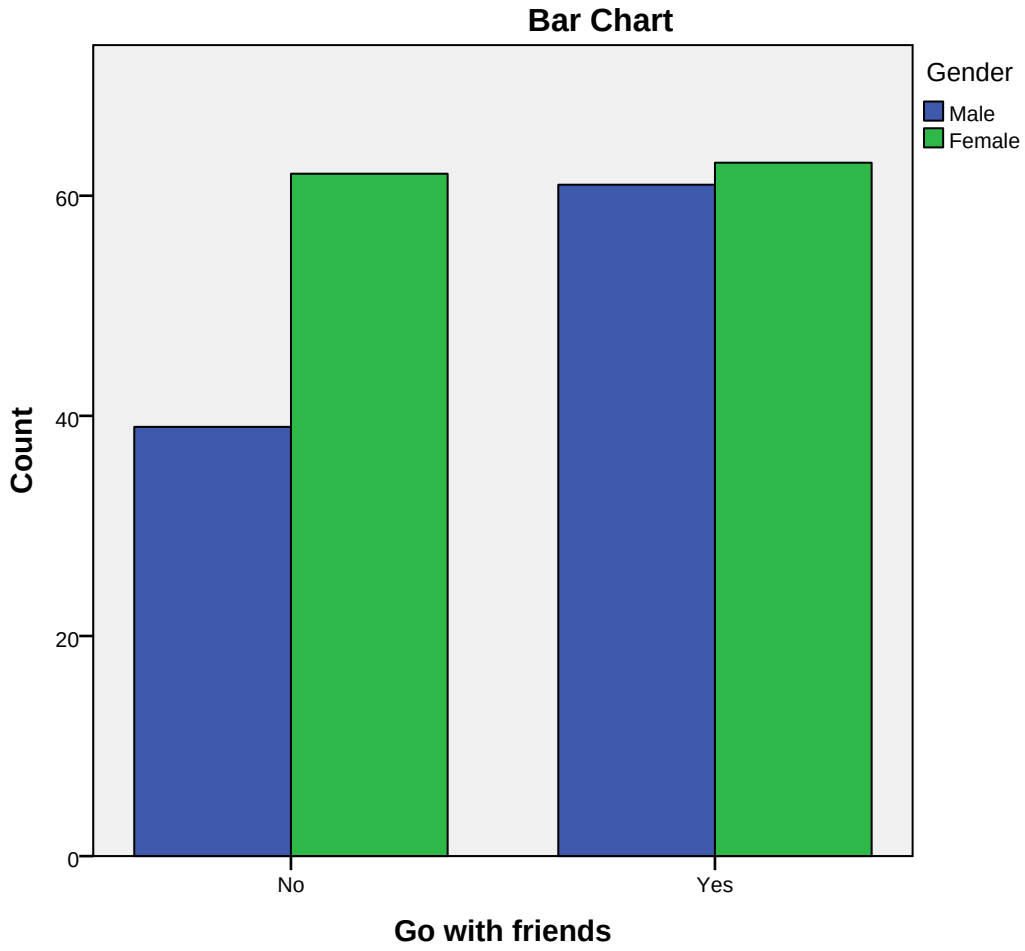
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.106	.066	-1.590	.113[c]
Ordinal by Ordinal	Spearman Correlation	-.106	.066	-1.590	.113[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



See social media shares associated with healthy lifestyles * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
See social media shares associated with healthy lifestyles	No	91	103	194
	Yes	9	22	31
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.459[a]	1	.063		
Continuity Correction[b]	2.773	1	.096		
Likelihood Ratio	3.583	1	.058		
Fisher's Exact Test				.080	.046
Linear-by-Linear Association	3.443	1	.064		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.78.

b. Computed only for a 2x2 table

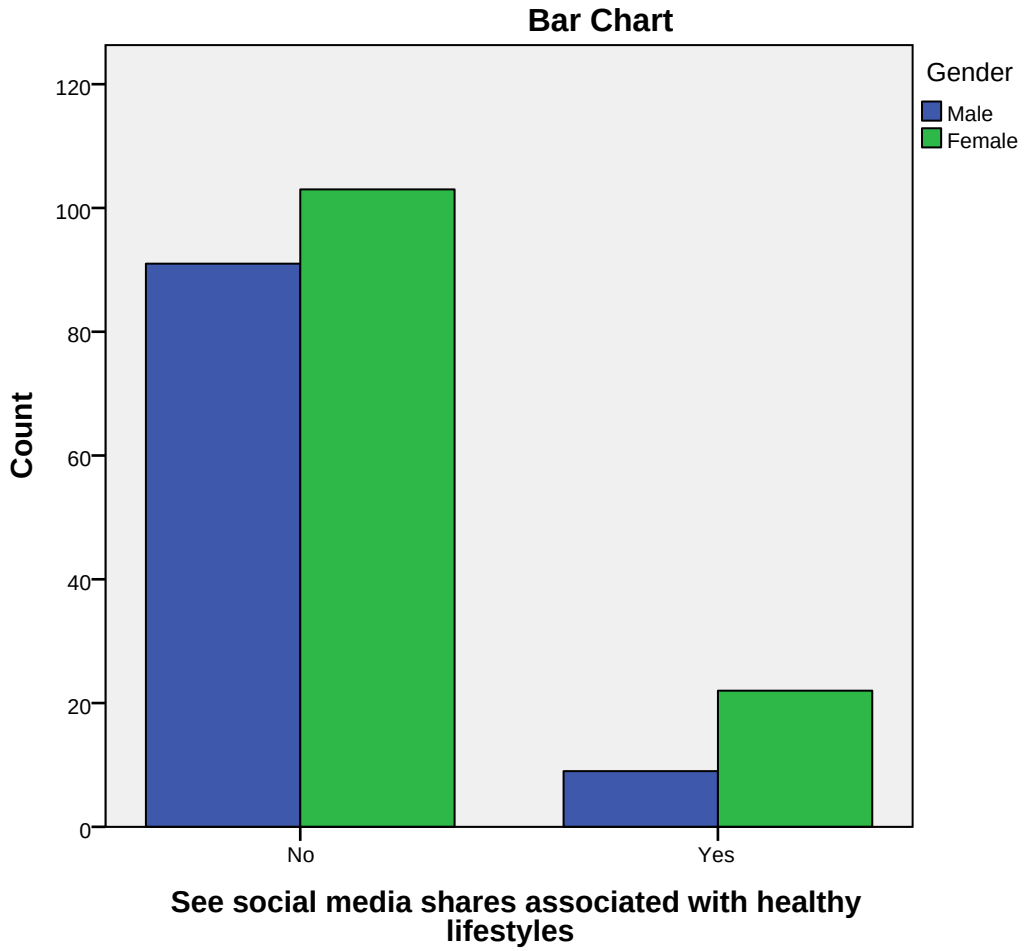
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.124	.062	1.866	.063[c]
Ordinal by Ordinal	Spearman Correlation	.124	.062	1.866	.063[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Have a training program * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Have a training program	No	63	89	152
	Yes	37	36	73
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.704[a]	1	.192		
Continuity Correction[b]	1.351	1	.245		
Likelihood Ratio	1.699	1	.192		
Fisher's Exact Test				.201	.123
Linear-by-Linear Association	1.697	1	.193		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.44.

b. Computed only for a 2x2 table

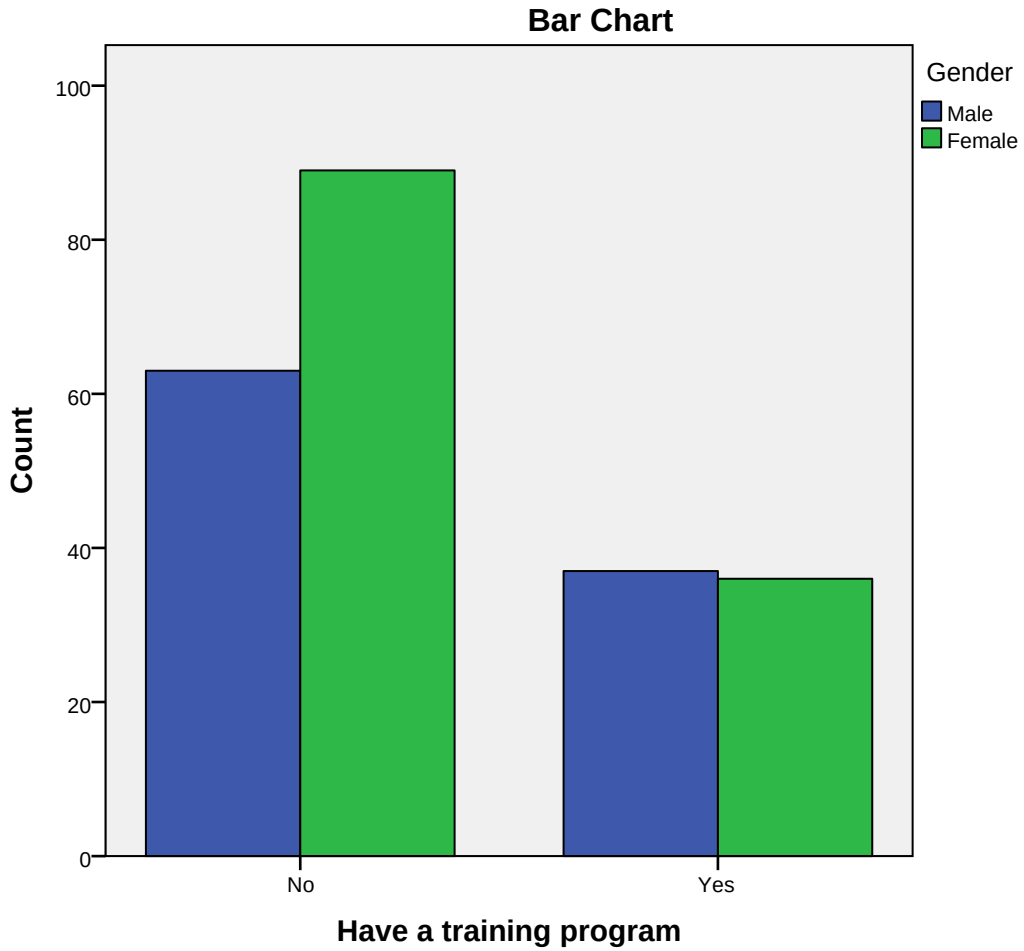
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.087	.067	-1.305	.193[c]
Ordinal by Ordinal	Spearman Correlation	-.087	.067	-1.305	.193[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Watch inspirational fitness videos * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Watch inspirational fitness videos	No	87	103	190
	Yes	13	22	35
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.895[a]	1	.344		
Continuity Correction[b]	.579	1	.447		
Likelihood Ratio	.906	1	.341		
Fisher's Exact Test				.362	.224
Linear-by-Linear Association	.891	1	.345		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.56.

b. Computed only for a 2x2 table

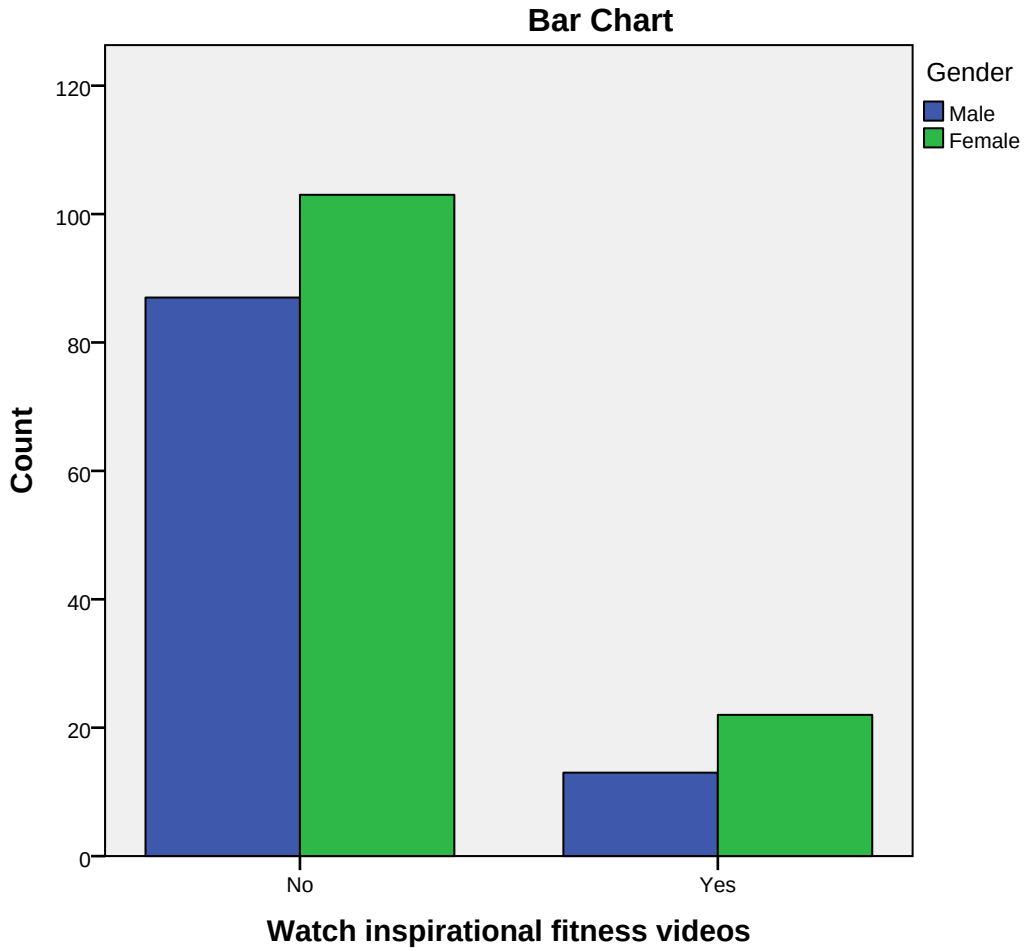
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.063	.065	.944	.346[c]
Ordinal by Ordinal	Spearman Correlation	.063	.065	.944	.346[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Schedule a session with a PT * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Schedule a session with a PT	No	97	114	211
	Yes	3	11	14
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.203[a]	1	.074		
Continuity Correction[b]	2.286	1	.131		
Likelihood Ratio	3.448	1	.063		
Fisher's Exact Test				.097	.062
Linear-by-Linear Association	3.189	1	.074		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.22.

b. Computed only for a 2x2 table

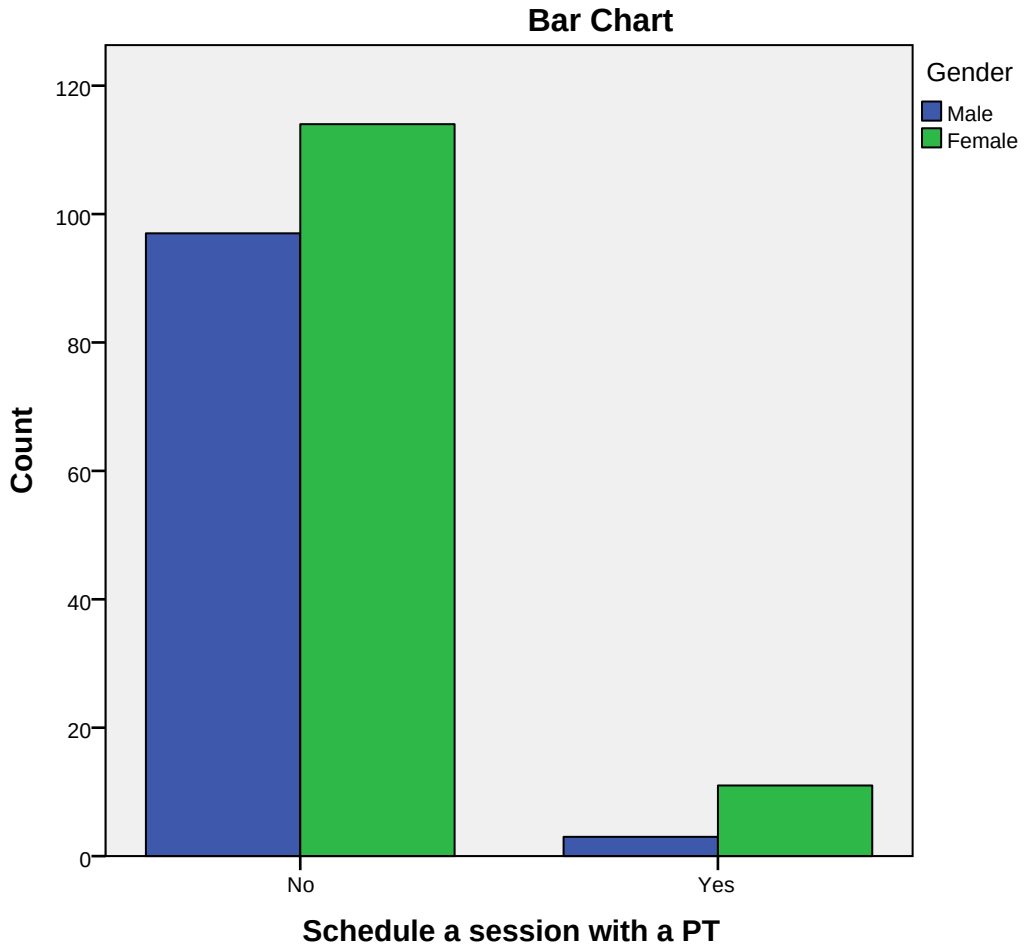
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.119	.058	1.795	.074[c]
Ordinal by Ordinal	Spearman Correlation	.119	.058	1.795	.074[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Watch sports advertising * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Watch sports advertising	No	96	118	214
	Yes	4	7	11
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.306[a]	1	.580		
Continuity Correction[b]	.059	1	.809		
Likelihood Ratio	.311	1	.577		
Fisher's Exact Test				.758	.409
Linear-by-Linear Association	.305	1	.581		
N of Valid Cases	225				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.89.

b. Computed only for a 2x2 table

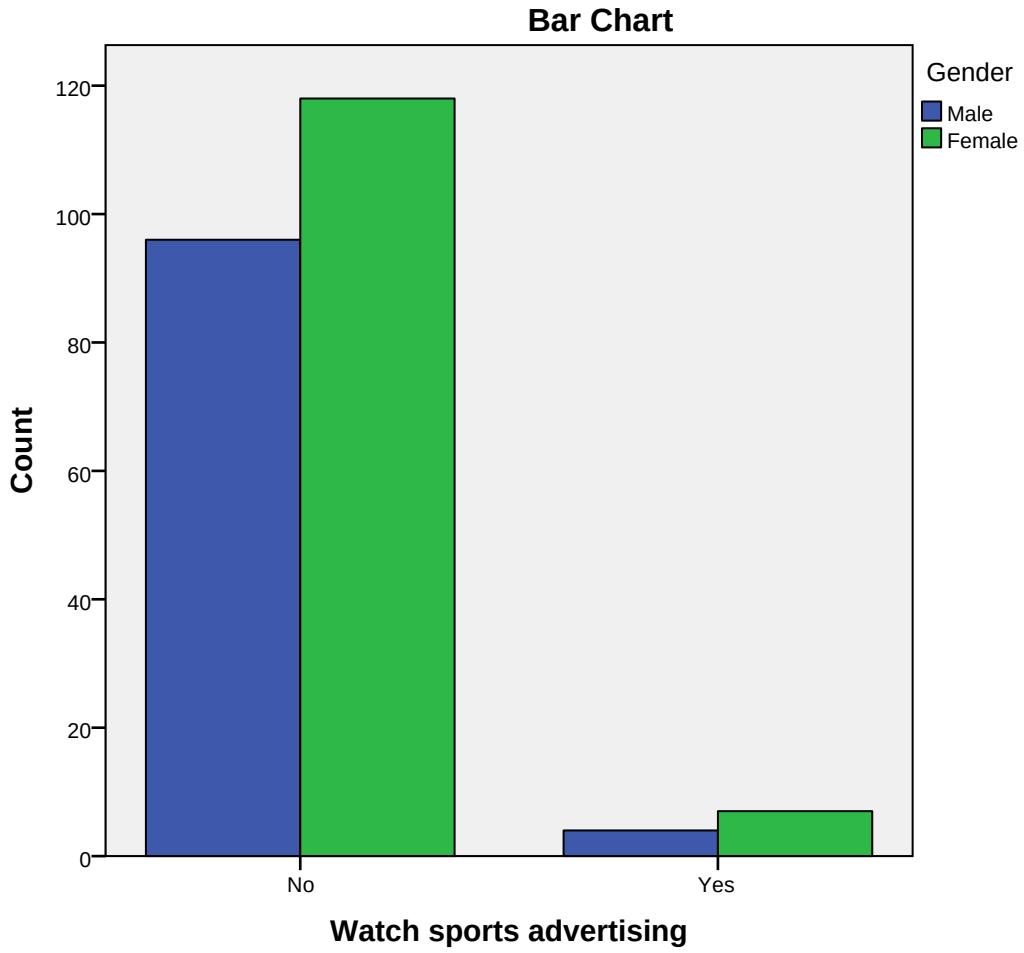
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.037	.065	.551	.582[c]
Ordinal by Ordinal	Spearman Correlation	.037	.065	.551	.582[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Feel guilt or obligation * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Feel guilt or obligation	No	75	87	162
	Yes	25	38	63
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.804[a]	1	.370		
Continuity Correction[b]	.558	1	.455		
Likelihood Ratio	.808	1	.369		
Fisher's Exact Test				.455	.228
Linear-by-Linear Association	.800	1	.371		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.00.

b. Computed only for a 2x2 table

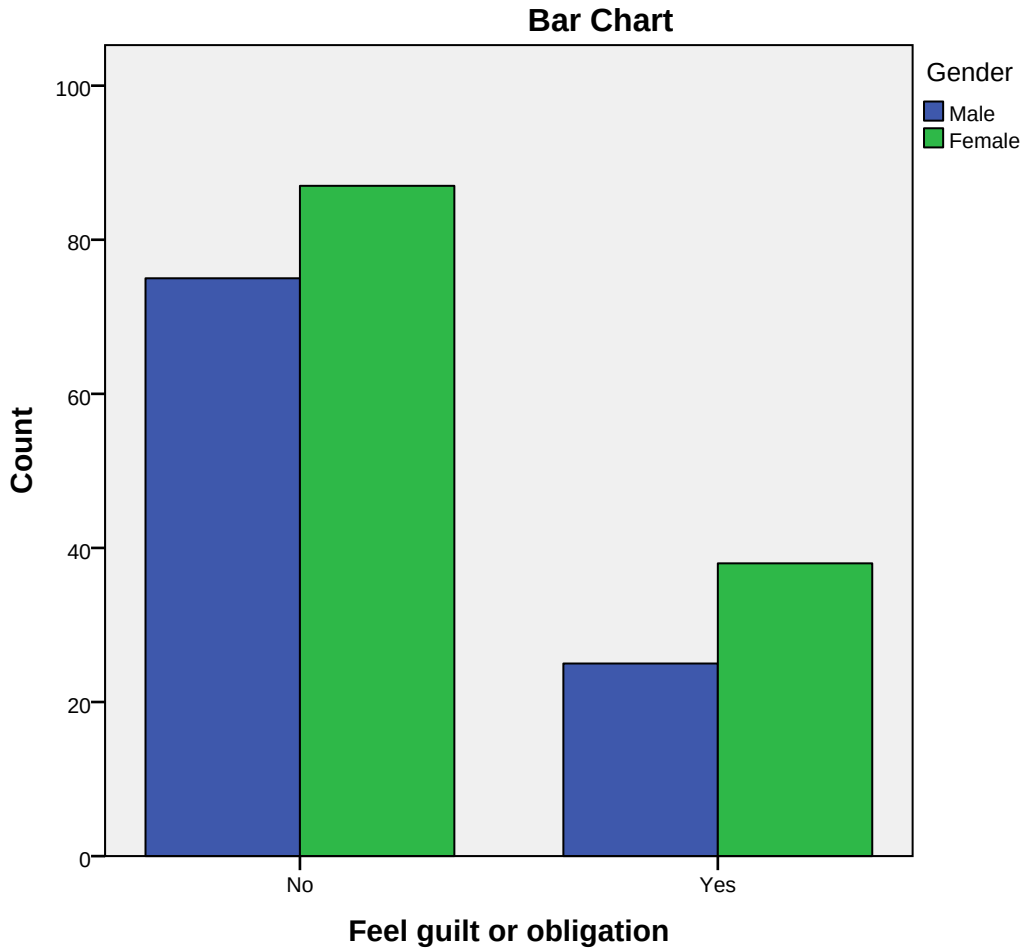
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.060	.066	.894	.372[c]
Ordinal by Ordinal	Spearman Correlation	.060	.066	.894	.372[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Have new sports apparel or gear * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Have new sports apparel or gear	No	74	94	168
	Yes	26	31	57
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.042[a]	1	.837		
Continuity Correction[b]	.003	1	.959		
Likelihood Ratio	.042	1	.837		
Fisher's Exact Test				.878	.478
Linear-by-Linear Association	.042	1	.837		
N of Valid Cases	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.33.

b. Computed only for a 2x2 table

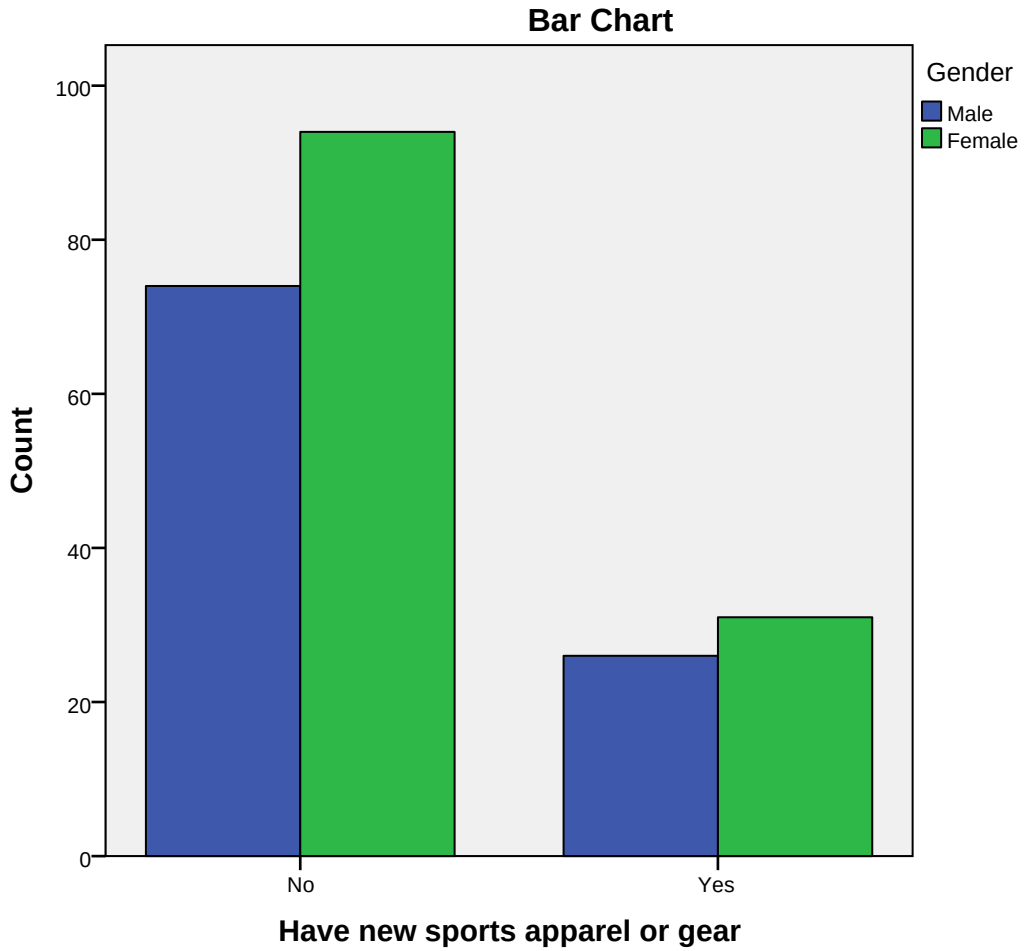
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.014	.067	-.205	.838[c]
Ordinal by Ordinal	Spearman Correlation	-.014	.067	-.205	.838[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Classify the following male body according to the apparent level of phy sical condition * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Classify the following male body according to the apparent level of physical condition	Bad	2	2	4
	Reasonable	28	23	51
	Good	45	76	121
	Excellent	25	24	49
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.746[a]	3	.125
Likelihood Ratio	5.759	3	.124
Linear-by-Linear Association	.228	1	.633
N of Valid Cases	225		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.78.

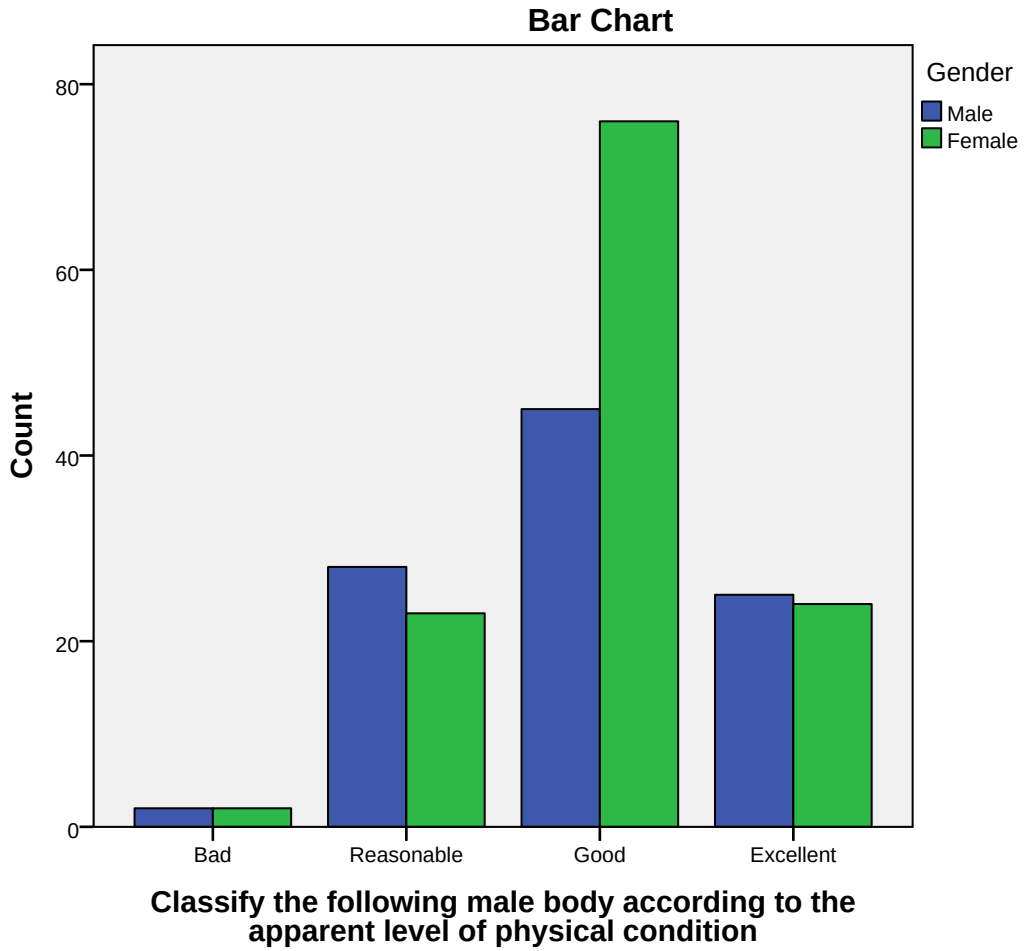
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.032	.068	.477	.634[c]
Ordinal by Ordinal	Spearman Correlation	.032	.068	.476	.634[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Classify the following female body according to the apparent level of p hysical condition * Gender

Crosstab

Count

		Gender		
		Male	Female	Total
Classify the following female body according to the apparent level of physical condition	Bad	5	6	11
	Reasonable	39	47	86
	Good	40	56	96
	Excellent	16	16	32
Total		100	125	225

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.733[a]	3	.865
Likelihood Ratio	.732	3	.866
Linear-by-Linear Association	.018	1	.894
N of Valid Cases	225		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.89.

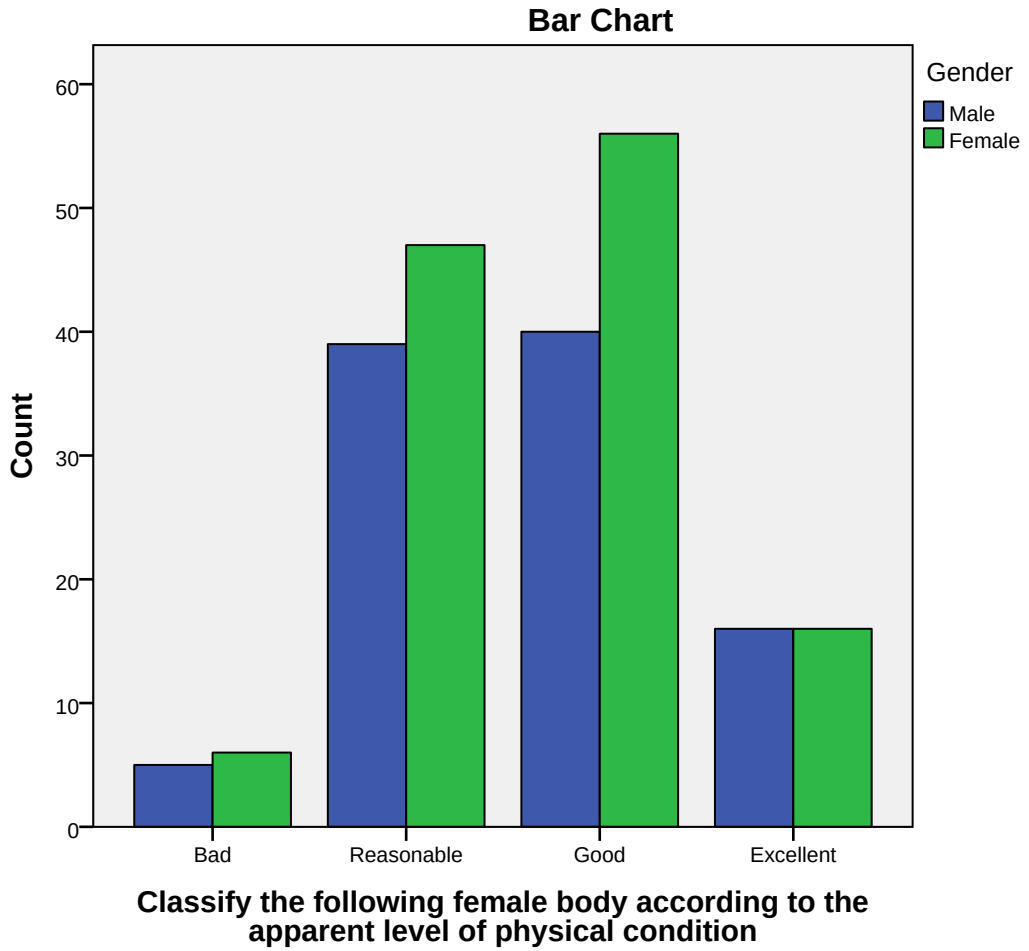
Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	-.009	.067	-.133	.894[c]
Ordinal by Ordinal	Spearman Correlation	-.004	.067	-.061	.952[c]
N of Valid Cases		225			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



Do you consider yourself an athletic or sedentary person? * What is the average length of a training session?

Crosstab

Count

		What is the average length of a training session?			
		I don't engage in physical activity	Less than 30 min	30 min - 1h	1h - 1h30
Do you consider yourself an athletic or sedentary person?	Sedentary	1	3	11	16
	Athletic	0	2	33	45
Total		1	5	44	61

Crosstab

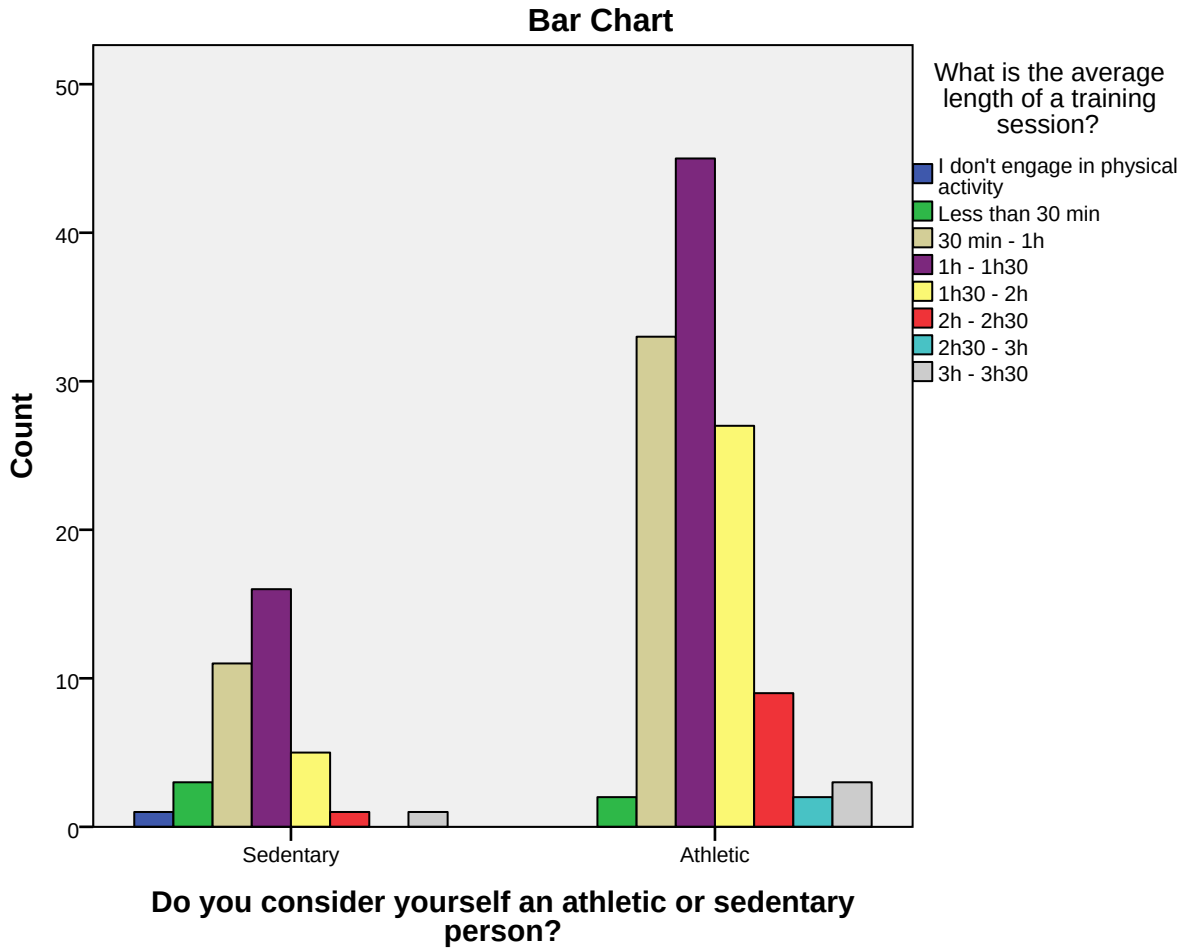
Count

		What is the average length of a training session?				
		1h30 - 2h	2h - 2h30	2h30 - 3h	3h - 3h30	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	5	1	0	1	38
	Athletic	27	9	2	3	121
Total		32	10	2	4	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.876[a]	7	.196
Likelihood Ratio	9.716	7	.205
Linear-by-Linear Association	4.140	1	.042
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .24.



Do you consider yourself an athletic or sedentary person? * What is the average frequency of training sessions per week?

Crosstab

Count

		What is the average frequency of training sessions per week?				
		I don't engage in physical activity	1-2	3-4	4-5	6-7
Do you consider yourself an athletic or sedentary person?	Sedentary	1	25	9	1	1
	Athletic	0	29	40	30	17
Total		1	54	49	31	18

Crosstab

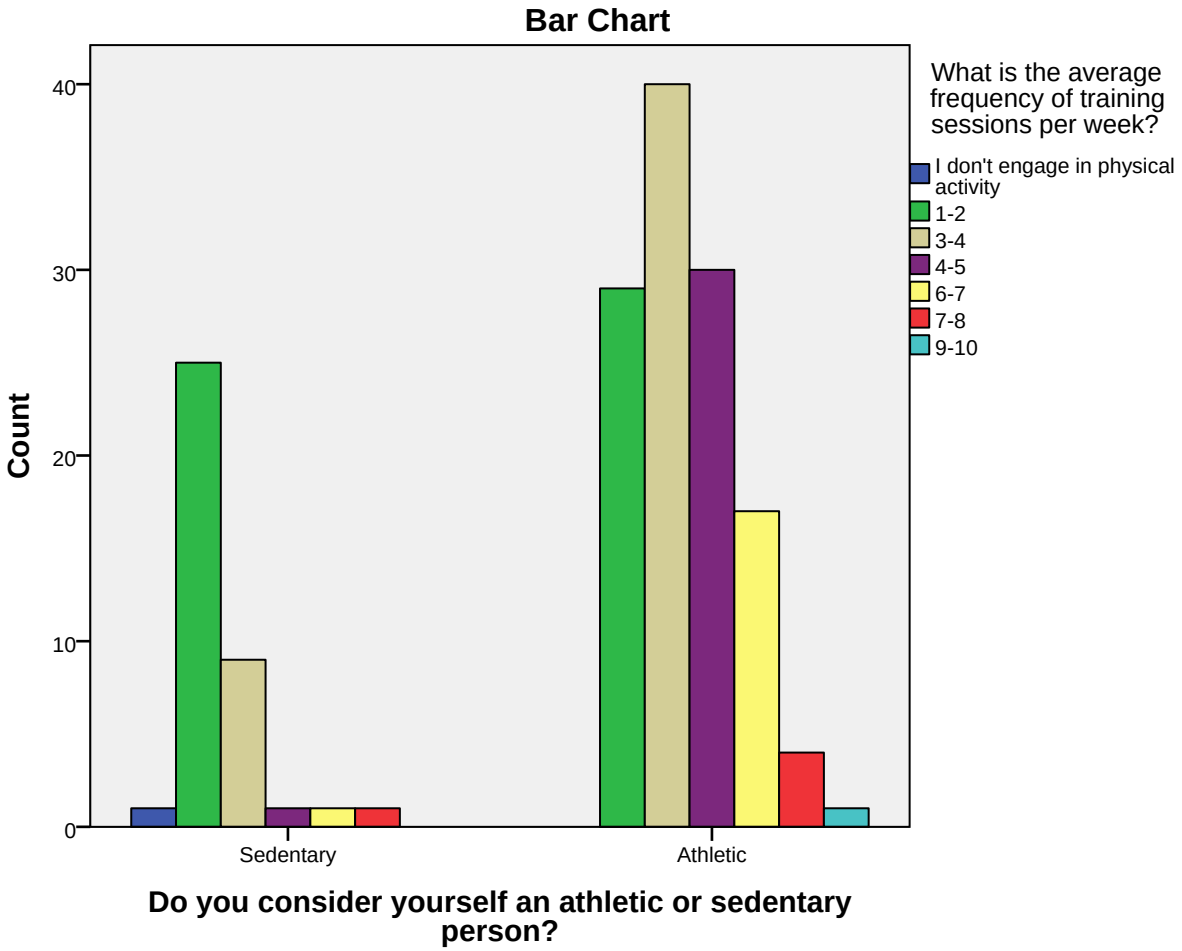
Count

		What is the average ...		
		7-8	9-10	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	1	0	38
	Athletic	4	1	121
Total		5	1	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.873[a]	6	.000
Likelihood Ratio	32.009	6	.000
Linear-by-Linear Association	20.041	1	.000
N of Valid Cases	159		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .24.


Bar Chart
Count
40
30
20
10
0
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?
What is the average frequency of training sessions per week?
I don't engage in physical activity
1-2
3-4
4-5
6-7
7-8
9-10

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 USE ALL.
COMPUTE filter_$=(Praticaatividadefísica=1).
VARIABLE LABELS filter_$ 'Praticaatividadefísica=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
CROSSTABS
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entirmeofegante
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  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN
  /COUNT ROUND CELL
  /BARCHART.
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Crosstabs

Notes

Output Created		01-JUL-2016 22:41:13
Comments		
Input	Data	D:\jenni\Dropbox\MCMM - Jennifer Santos\Thesis - In Progress\Online Research Survey\Official\OnlineResearchSurvey-v3-final.sav
	Active Dataset	DataSet1
	Filter	Praticaatividadefísica=1 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	159
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=Consideraseumapessoaatléticaousedentária Qualaduraçãomédiadecadasessãodetreino Emmédiaquantassessões detreinorealizaporsemana BY Transpirardeimediato Sentirmeofegante Sentirmeenergéticoa Sentirmemotivadoa Sentirmeexaustoa Estarmuitotranspiradoa Sentirmeconfiante Sentirmecheioadeenergia Estarmotivadoaparaapróximasessãodetreino /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL /BARCHART.
Resources	Processor Time	00:00:07.36
	Elapsed Time	00:00:02.85

Notes

Dimensions Requested	2
Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you consider yourself an athletic or sedentary person? * Sweat right away	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel shortness of breath	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel energetic	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel motivated	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel exhausted	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Am very sweaty	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel confident	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Feel full of energy	159	100.0%	0	0.0%	159	100.0%
Do you consider yourself an athletic or sedentary person? * Am motivated for my next workout session	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Sweat right away	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel shortness of breath	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel energetic	159	100.0%	0	0.0%	159	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is the average length of a training session? * Feel motivated	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel exhausted	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Am very sweaty	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel confident	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Feel full of energy	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Am motivated for my next workout session	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Sweat right away	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel shortness of breath	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel energetic	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel motivated	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel exhausted	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Am very sweaty	159	100.0%	0	0.0%	159	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is the average frequency of training sessions per week? * Feel confident	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel full of energy	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Am motivated for my next workout session	159	100.0%	0	0.0%	159	100.0%

Do you consider yourself an athletic or sedentary person? * Sweat right away

Crosstab

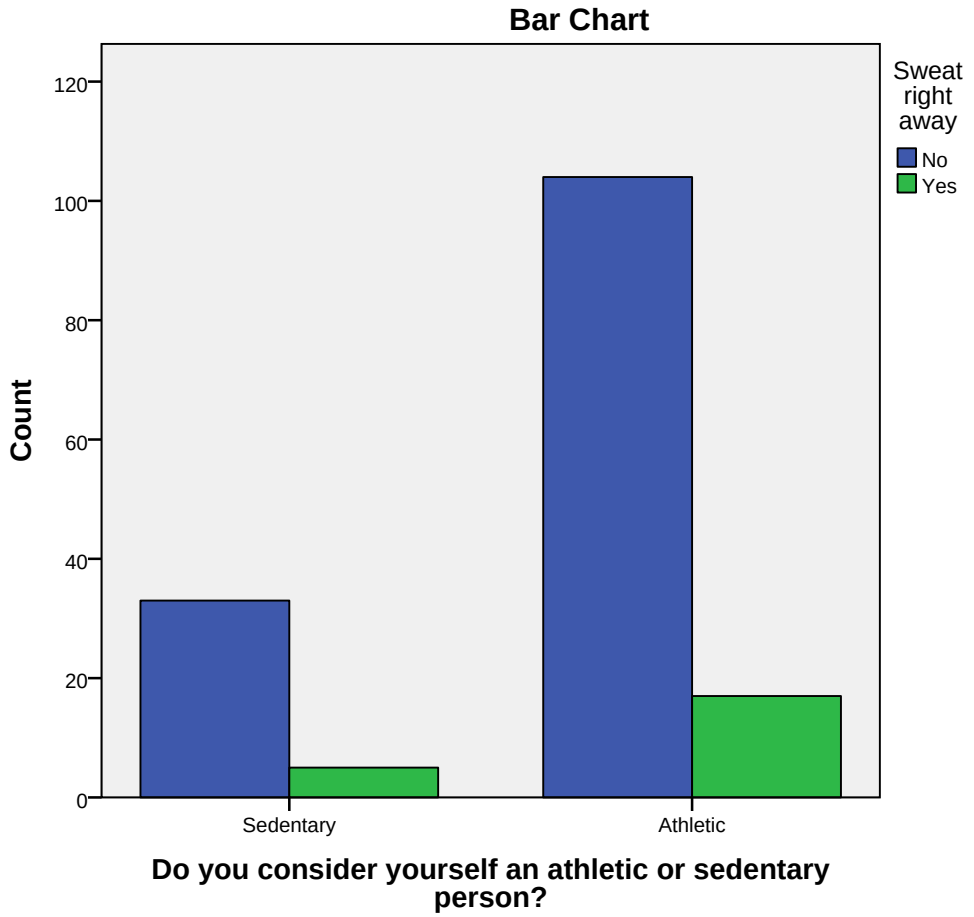
			Sweat right away		
			No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	33	5	38
		% within Do you consider yourself an athletic or sedentary person?	86.8%	13.2%	100.0%
		% within Sweat right away	24.1%	22.7%	23.9%
	Athletic	Count	104	17	121
		% within Do you consider yourself an athletic or sedentary person?	86.0%	14.0%	100.0%
		% within Sweat right away	75.9%	77.3%	76.1%
Total		Count	137	22	159
		% within Do you consider yourself an athletic or sedentary person?	86.2%	13.8%	100.0%
		% within Sweat right away	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.019[a]	1	.890		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.019	1	.889		
Fisher's Exact Test				1.000	.565
Linear-by-Linear Association	.019	1	.890		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.26.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel shortness of breath

Crosstab

			Feel shortness of breath	
			No	Yes
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	31	7
		% within Do you consider yourself an athletic or sedentary person?	81.6%	18.4%
		% within Feel shortness of breath	22.1%	36.8%
	Athletic	Count	109	12
		% within Do you consider yourself an athletic or sedentary person?	90.1%	9.9%
		% within Feel shortness of breath	77.9%	63.2%
Total		Count	140	19
		% within Do you consider yourself an athletic or sedentary person?	88.1%	11.9%
		% within Feel shortness of breath	100.0%	100.0%

Crosstab

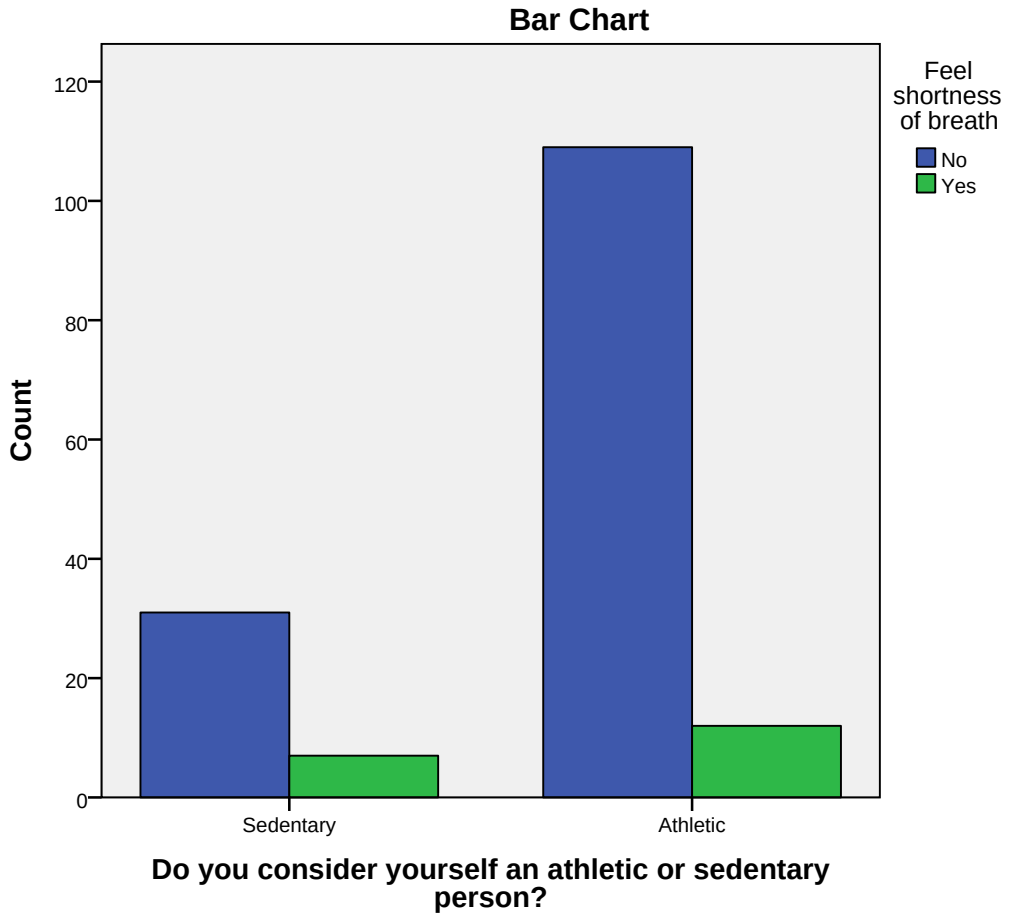
			Total
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	38
		% within Do you consider yourself an athletic or sedentary person?	100.0%
		% within Feel shortness of breath	23.9%
	Athletic	Count	121
		% within Do you consider yourself an athletic or sedentary person?	100.0%
		% within Feel shortness of breath	76.1%
Total		Count	159
		% within Do you consider yourself an athletic or sedentary person?	100.0%
		% within Feel shortness of breath	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.987[a]	1	.159		
Continuity Correction[b]	1.261	1	.261		
Likelihood Ratio	1.827	1	.177		
Fisher's Exact Test				.163	.132
Linear-by-Linear Association	1.975	1	.160		
N of Valid Cases	159				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.54.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel energetic

Crosstab

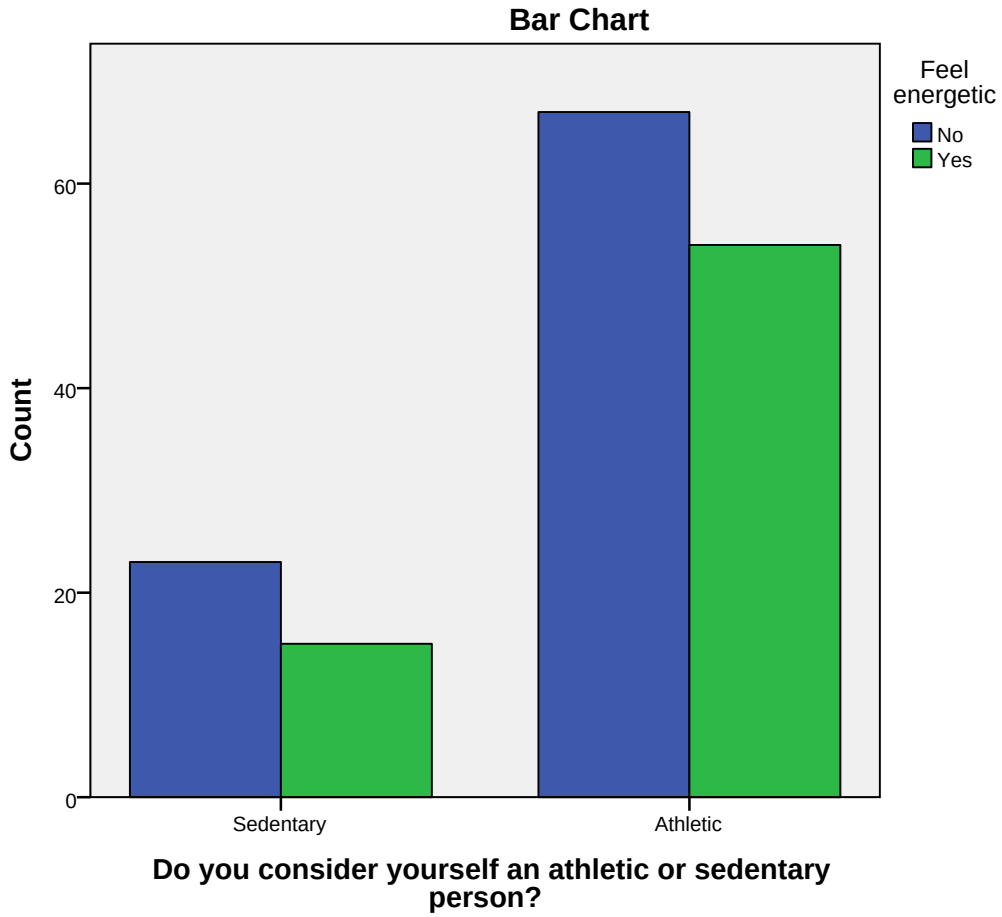
			Feel energetic		
			No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	23	15	38
		% within Do you consider yourself an athletic or sedentary person?	60.5%	39.5%	100.0%
		% within Feel energetic	25.6%	21.7%	23.9%
	Athletic	Count	67	54	121
		% within Do you consider yourself an athletic or sedentary person?	55.4%	44.6%	100.0%
		% within Feel energetic	74.4%	78.3%	76.1%
Total		Count	90	69	159
		% within Do you consider yourself an athletic or sedentary person?	56.6%	43.4%	100.0%
		% within Feel energetic	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.313[a]	1	.576		
Continuity Correction[b]	.138	1	.710		
Likelihood Ratio	.315	1	.575		
Fisher's Exact Test				.708	.357
Linear-by-Linear Association	.311	1	.577		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.49.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel mo tivated

Crosstab

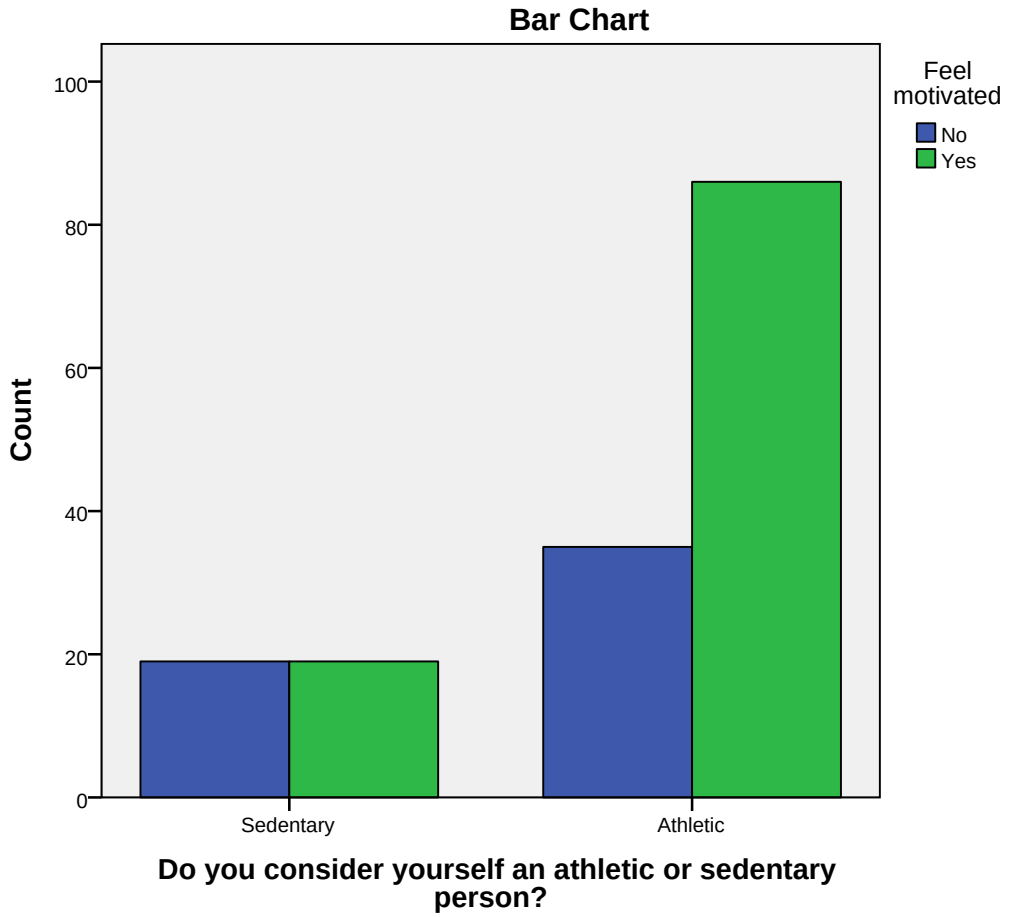
			Feel motivated		
			No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	19	19	38
		% within Do you consider yourself an athletic or sedentary person?	50.0%	50.0%	100.0%
		% within Feel motivated	35.2%	18.1%	23.9%
	Athletic	Count	35	86	121
		% within Do you consider yourself an athletic or sedentary person?	28.9%	71.1%	100.0%
		% within Feel motivated	64.8%	81.9%	76.1%
Total		Count	54	105	159
		% within Do you consider yourself an athletic or sedentary person?	34.0%	66.0%	100.0%
		% within Feel motivated	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.727[a]	1	.017		
Continuity Correction[b]	4.825	1	.028		
Likelihood Ratio	5.531	1	.019		
Fisher's Exact Test				.020	.015
Linear-by-Linear Association	5.691	1	.017		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.91.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel exh austed

Crosstab

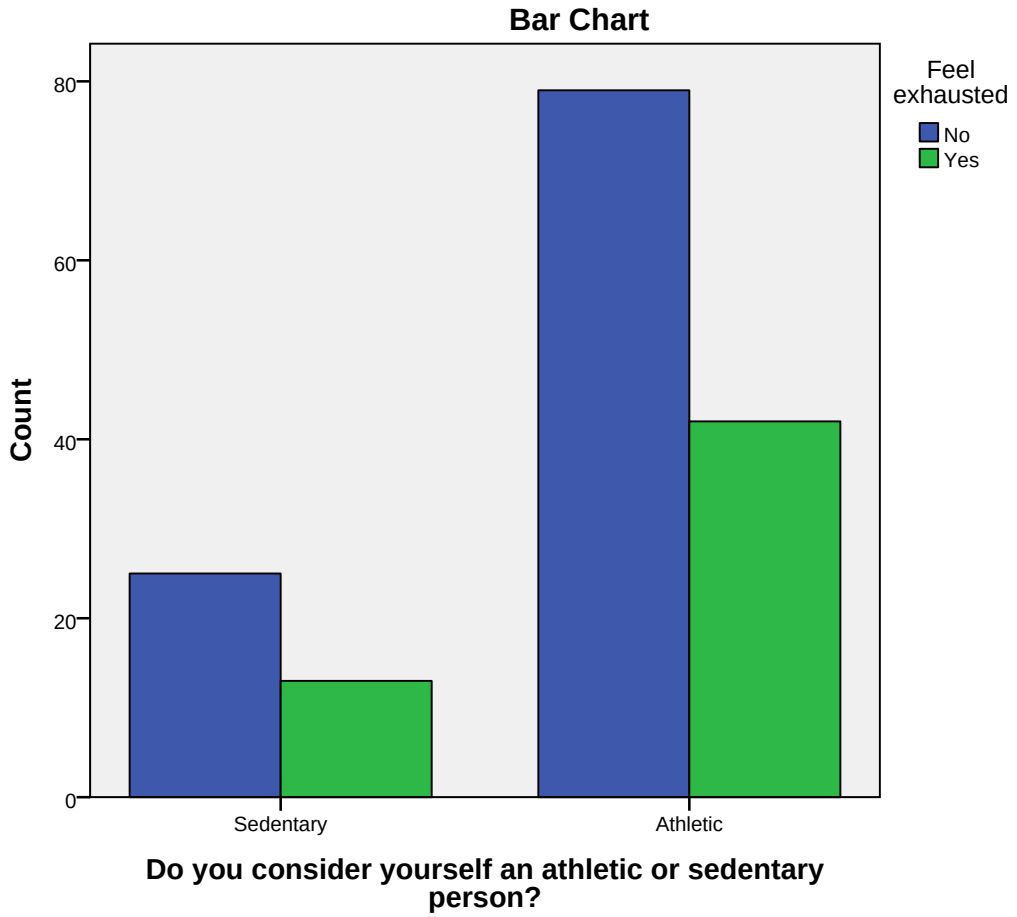
			Feel exhausted		
			No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	25	13	38
		% within Do you consider yourself an athletic or sedentary person?	65.8%	34.2%	100.0%
		% within Feel exhausted	24.0%	23.6%	23.9%
	Athletic	Count	79	42	121
		% within Do you consider yourself an athletic or sedentary person?	65.3%	34.7%	100.0%
		% within Feel exhausted	76.0%	76.4%	76.1%
Total		Count	104	55	159
		% within Do you consider yourself an athletic or sedentary person?	65.4%	34.6%	100.0%
		% within Feel exhausted	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.003[a]	1	.955		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.003	1	.955		
Fisher's Exact Test				1.000	.559
Linear-by-Linear Association	.003	1	.955		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.14.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Am very sweaty

Crosstab

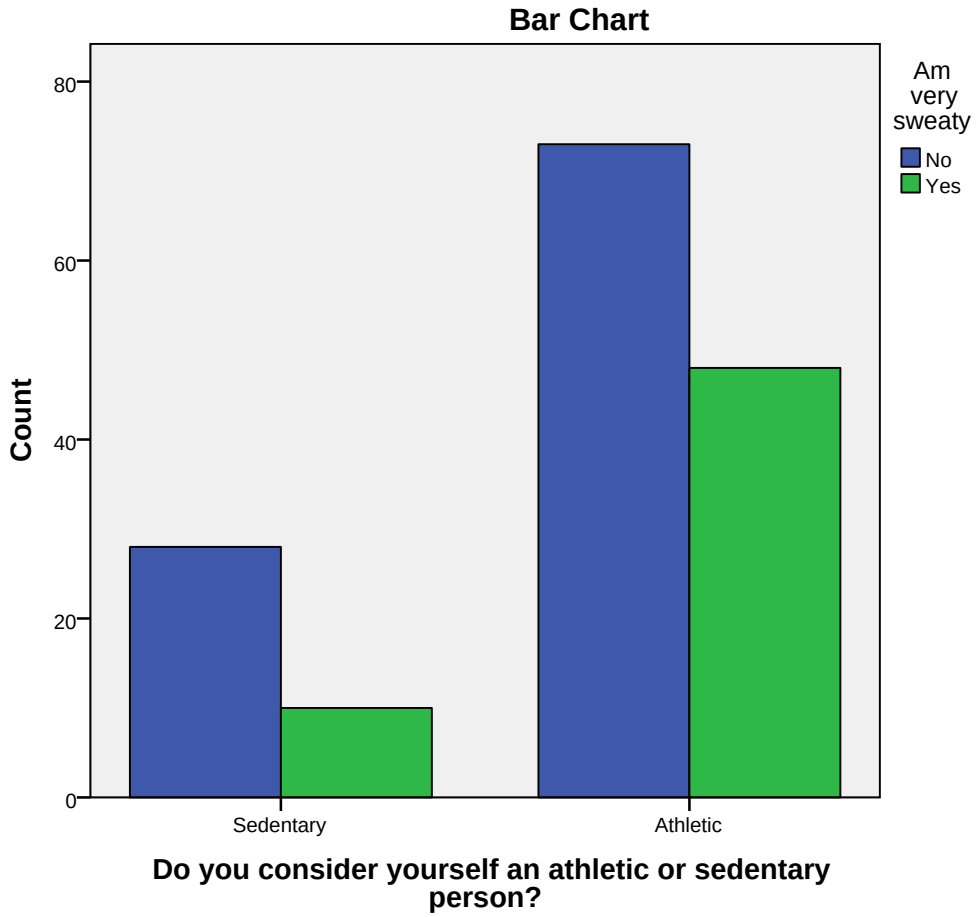
			Am very sweaty		
			No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	28	10	38
		% within Do you consider yourself an athletic or sedentary person?	73.7%	26.3%	100.0%
		% within Am very sweaty	27.7%	17.2%	23.9%
	Athletic	Count	73	48	121
		% within Do you consider yourself an athletic or sedentary person?	60.3%	39.7%	100.0%
		% within Am very sweaty	72.3%	82.8%	76.1%
Total		Count	101	58	159
		% within Do you consider yourself an athletic or sedentary person?	63.5%	36.5%	100.0%
		% within Am very sweaty	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.225[a]	1	.136		
Continuity Correction[b]	1.686	1	.194		
Likelihood Ratio	2.305	1	.129		
Fisher's Exact Test				.177	.096
Linear-by-Linear Association	2.211	1	.137		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.86.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel con fident

Crosstab

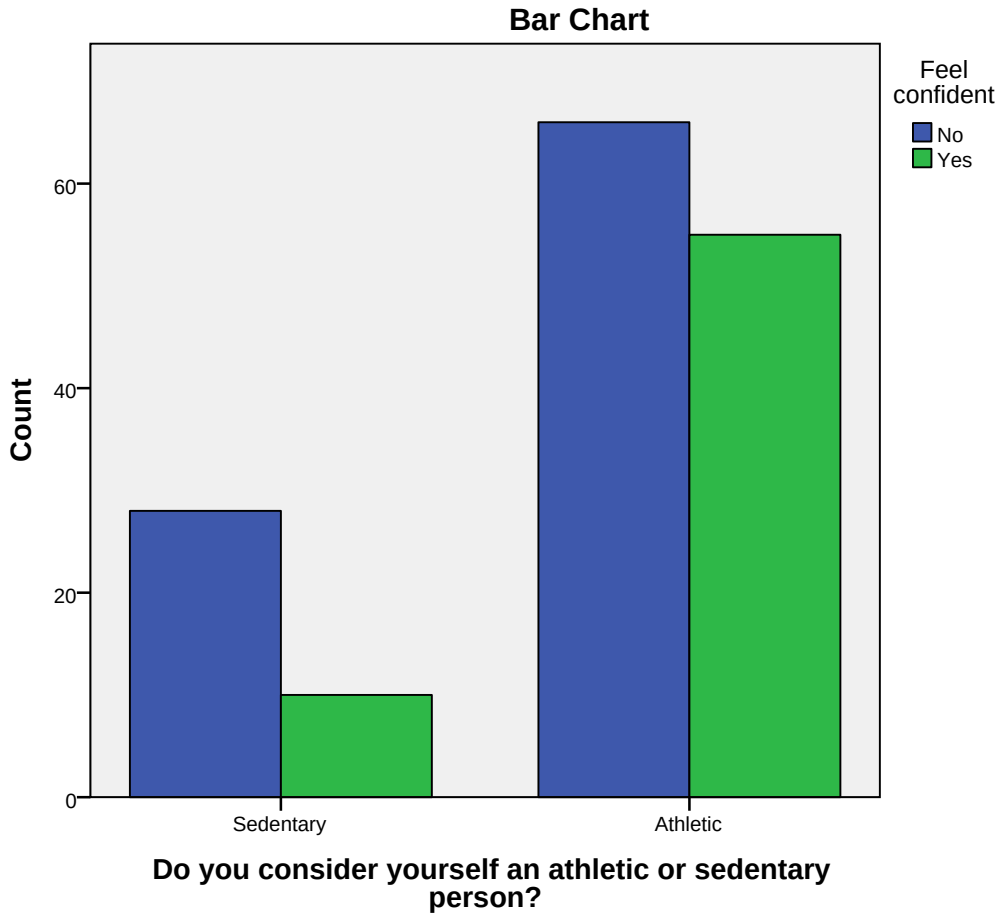
			Feel confident		
			No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	28	10	38
		% within Do you consider yourself an athletic or sedentary person?	73.7%	26.3%	100.0%
		% within Feel confident	29.8%	15.4%	23.9%
	Athletic	Count	66	55	121
		% within Do you consider yourself an athletic or sedentary person?	54.5%	45.5%	100.0%
		% within Feel confident	70.2%	84.6%	76.1%
Total		Count	94	65	159
		% within Do you consider yourself an athletic or sedentary person?	59.1%	40.9%	100.0%
		% within Feel confident	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.383[a]	1	.036		
Continuity Correction[b]	3.627	1	.057		
Likelihood Ratio	4.560	1	.033		
Fisher's Exact Test				.039	.027
Linear-by-Linear Association	4.355	1	.037		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.53.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Feel full of energy

Crosstab

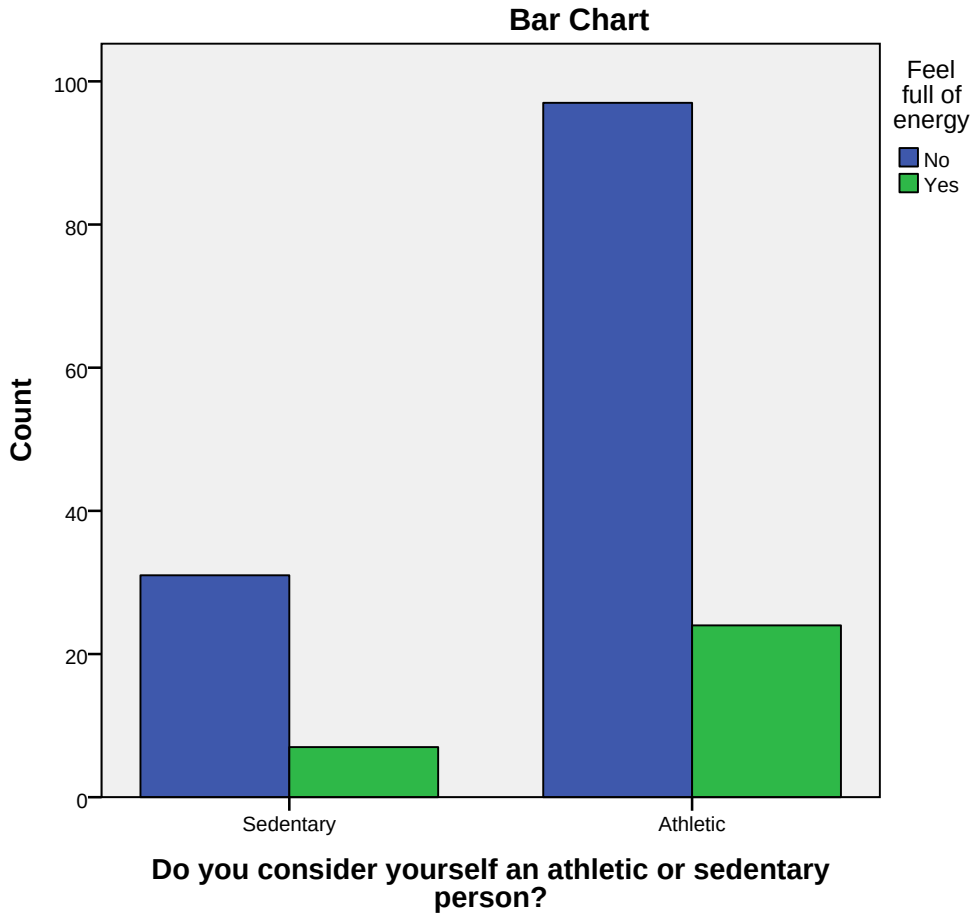
			Feel full of energy		
			No	Yes	Total
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	31	7	38
		% within Do you consider yourself an athletic or sedentary person?	81.6%	18.4%	100.0%
		% within Feel full of energy	24.2%	22.6%	23.9%
	Athletic	Count	97	24	121
		% within Do you consider yourself an athletic or sedentary person?	80.2%	19.8%	100.0%
		% within Feel full of energy	75.8%	77.4%	76.1%
Total		Count	128	31	159
		% within Do you consider yourself an athletic or sedentary person?	80.5%	19.5%	100.0%
		% within Feel full of energy	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.037[a]	1	.848		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.037	1	.847		
Fisher's Exact Test				1.000	.527
Linear-by-Linear Association	.037	1	.848		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.41.

b. Computed only for a 2x2 table



Do you consider yourself an athletic or sedentary person? * Am motivated for my next workout session

Crosstab

			Am motivated for my next workout session	
			No	Yes
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	26	12
		% within Do you consider yourself an athletic or sedentary person?	68.4%	31.6%
		% within Am motivated for my next workout session	31.0%	16.0%
	Athletic	Count	58	63
		% within Do you consider yourself an athletic or sedentary person?	47.9%	52.1%
		% within Am motivated for my next workout session	69.0%	84.0%
Total		Count	84	75
		% within Do you consider yourself an athletic or sedentary person?	52.8%	47.2%
		% within Am motivated for my next workout session	100.0%	100.0%

Crosstab

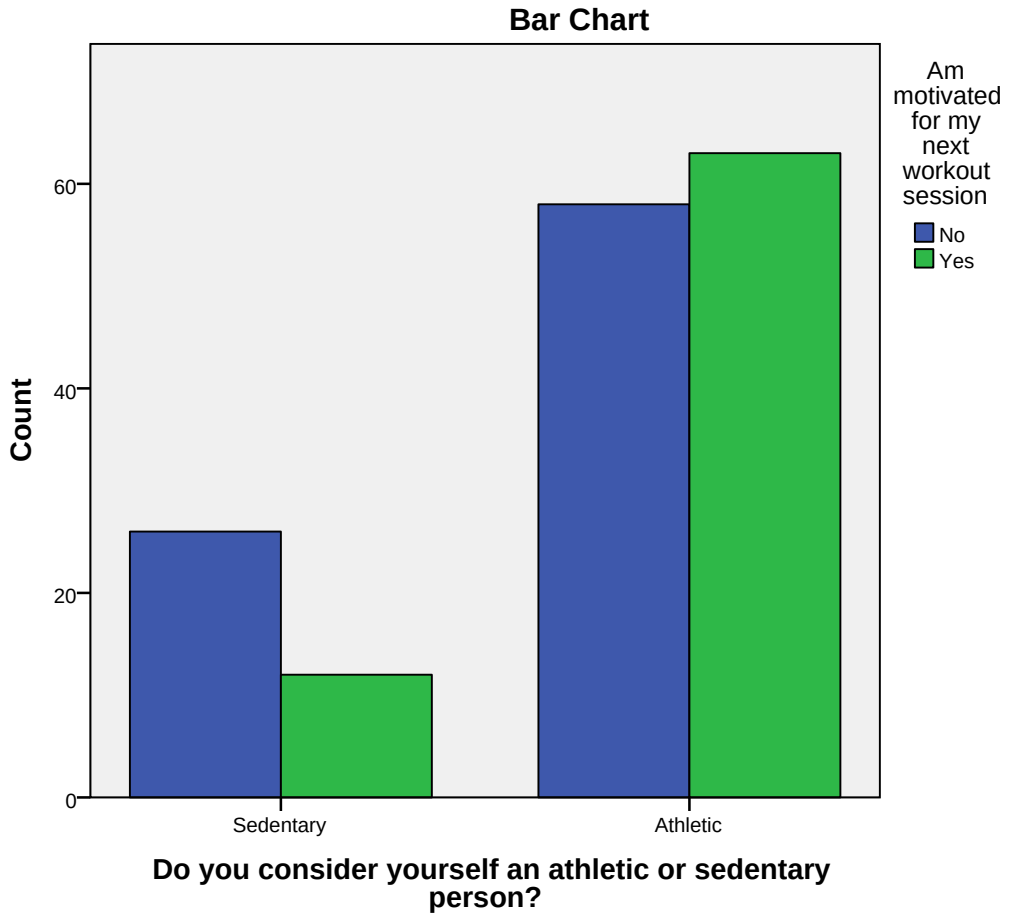
			Total
Do you consider yourself an athletic or sedentary person?	Sedentary	Count	38
		% within Do you consider yourself an athletic or sedentary person?	100.0%
		% within Am motivated for my next workout session	23.9%
	Athletic	Count	121
		% within Do you consider yourself an athletic or sedentary person?	100.0%
		% within Am motivated for my next workout session	76.1%
Total		Count	159
		% within Do you consider yourself an athletic or sedentary person?	100.0%
		% within Am motivated for my next workout session	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.871[a]	1	.027		
Continuity Correction[b]	4.083	1	.043		
Likelihood Ratio	4.978	1	.026		
Fisher's Exact Test				.040	.021
Linear-by-Linear Association	4.840	1	.028		
N of Valid Cases	159				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.92.

b. Computed only for a 2x2 table



What is the average length of a training session? * Sweat right away

Crosstab

			Sweat ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	0.7%
	Less than 30 min	Count	4
		% within What is the average length of a training session?	80.0%
		% within Sweat right away	2.9%
	30 min - 1h	Count	42
		% within What is the average length of a training session?	95.5%
		% within Sweat right away	30.7%
	1h - 1h30	Count	49
		% within What is the average length of a training session?	80.3%
		% within Sweat right away	35.8%
	1h30 - 2h	Count	26
		% within What is the average length of a training session?	81.3%
		% within Sweat right away	19.0%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	7.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	1.5%
	3h - 3h30	Count	3
		% within What is the average length of a training session?	75.0%
		% within Sweat right away	2.2%
Total		Count	137
		% within What is the average length of a training session?	86.2%
		% within Sweat right away	100.0%

Crosstab

			Sweat right ..
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Sweat right away	0.0%
	Less than 30 min	Count	1
		% within What is the average length of a training session?	20.0%
		% within Sweat right away	4.5%
	30 min - 1h	Count	2
		% within What is the average length of a training session?	4.5%
		% within Sweat right away	9.1%
	1h - 1h30	Count	12
		% within What is the average length of a training session?	19.7%
		% within Sweat right away	54.5%
	1h30 - 2h	Count	6
		% within What is the average length of a training session?	18.8%
		% within Sweat right away	27.3%
	2h - 2h30	Count	0
		% within What is the average length of a training session?	0.0%
		% within Sweat right away	0.0%
	2h30 - 3h	Count	0
		% within What is the average length of a training session?	0.0%
		% within Sweat right away	0.0%
	3h - 3h30	Count	1
		% within What is the average length of a training session?	25.0%
		% within Sweat right away	4.5%
Total		Count	22
		% within What is the average length of a training session?	13.8%
		% within Sweat right away	100.0%

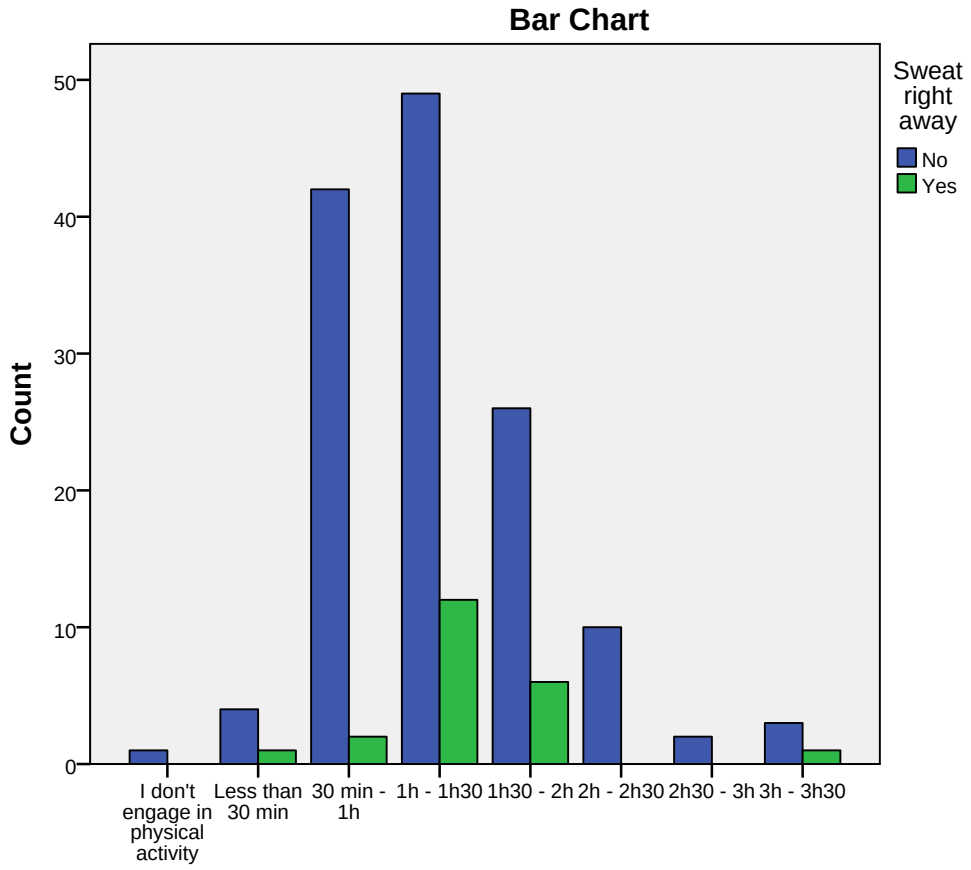
Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	1.3%
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.241[a]	7	.312
Likelihood Ratio	10.681	7	.153
Linear-by-Linear Association	.493	1	.483
N of Valid Cases	159		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .14.



What is the average length of a training session? * Feel shortness of breath

Crosstab

			Feel ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	0.7%
	Less than 30 min	Count	3
		% within What is the average length of a training session?	60.0%
		% within Feel shortness of breath	2.1%
	30 min - 1h	Count	38
		% within What is the average length of a training session?	86.4%
		% within Feel shortness of breath	27.1%
	1h - 1h30	Count	54
		% within What is the average length of a training session?	88.5%
		% within Feel shortness of breath	38.6%
	1h30 - 2h	Count	30
		% within What is the average length of a training session?	93.8%
		% within Feel shortness of breath	21.4%
	2h - 2h30	Count	9
		% within What is the average length of a training session?	90.0%
		% within Feel shortness of breath	6.4%
	2h30 - 3h	Count	1
		% within What is the average length of a training session?	50.0%
		% within Feel shortness of breath	0.7%

Crosstab

			Feel ...
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel shortness of breath	0.0%
	Less than 30 min	Count	2
		% within What is the average length of a training session?	40.0%
		% within Feel shortness of breath	10.5%
	30 min - 1h	Count	6
		% within What is the average length of a training session?	13.6%
		% within Feel shortness of breath	31.6%
	1h - 1h30	Count	7
		% within What is the average length of a training session?	11.5%
		% within Feel shortness of breath	36.8%
	1h30 - 2h	Count	2
		% within What is the average length of a training session?	6.3%
		% within Feel shortness of breath	10.5%
	2h - 2h30	Count	1
		% within What is the average length of a training session?	10.0%
		% within Feel shortness of breath	5.3%
	2h30 - 3h	Count	1
		% within What is the average length of a training session?	50.0%
		% within Feel shortness of breath	5.3%

Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	1.3%

Crosstab

			Feel ...
			No
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	2.9%
Total		Count	140
		% within What is the average length of a training session?	88.1%
		% within Feel shortness of breath	100.0%

Crosstab

			Feel ...
			Yes
	3h - 3h30	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel shortness of breath	0.0%
Total		Count	19
		% within What is the average length of a training session?	11.9%
		% within Feel shortness of breath	100.0%

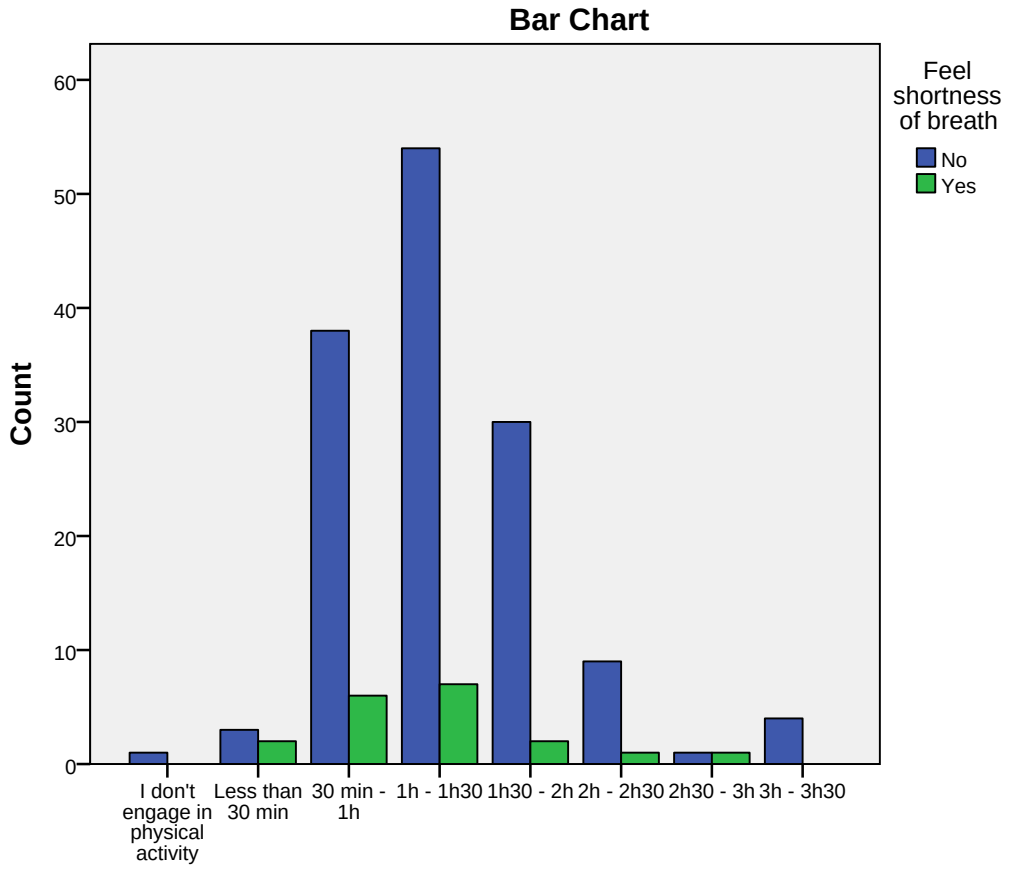
Crosstab

			Total
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Feel shortness of breath	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.326[a]	7	.305
Likelihood Ratio	6.871	7	.442
Linear-by-Linear Association	1.062	1	.303
N of Valid Cases	159		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .12.



What is the average length of a training session? * Feel energetic

Crosstab

			Feel ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	1.1%
	Less than 30 min	Count	3
		% within What is the average length of a training session?	60.0%
		% within Feel energetic	3.3%
	30 min - 1h	Count	24
		% within What is the average length of a training session?	54.5%
		% within Feel energetic	26.7%
	1h - 1h30	Count	37
		% within What is the average length of a training session?	60.7%
		% within Feel energetic	41.1%
	1h30 - 2h	Count	15
		% within What is the average length of a training session?	46.9%
		% within Feel energetic	16.7%
	2h - 2h30	Count	6
		% within What is the average length of a training session?	60.0%
		% within Feel energetic	6.7%
	2h30 - 3h	Count	1
		% within What is the average length of a training session?	50.0%
		% within Feel energetic	1.1%
	3h - 3h30	Count	3
		% within What is the average length of a training session?	75.0%
		% within Feel energetic	3.3%
Total		Count	90
		% within What is the average length of a training session?	56.6%
		% within Feel energetic	100.0%

Crosstab

			Feel ...
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel energetic	0.0%
	Less than 30 min	Count	2
		% within What is the average length of a training session?	40.0%
		% within Feel energetic	2.9%
	30 min - 1h	Count	20
		% within What is the average length of a training session?	45.5%
		% within Feel energetic	29.0%
	1h - 1h30	Count	24
		% within What is the average length of a training session?	39.3%
		% within Feel energetic	34.8%
	1h30 - 2h	Count	17
		% within What is the average length of a training session?	53.1%
		% within Feel energetic	24.6%
	2h - 2h30	Count	4
		% within What is the average length of a training session?	40.0%
		% within Feel energetic	5.8%
	2h30 - 3h	Count	1
		% within What is the average length of a training session?	50.0%
		% within Feel energetic	1.4%
	3h - 3h30	Count	1
		% within What is the average length of a training session?	25.0%
		% within Feel energetic	1.4%
Total		Count	69
		% within What is the average length of a training session?	43.4%
		% within Feel energetic	100.0%

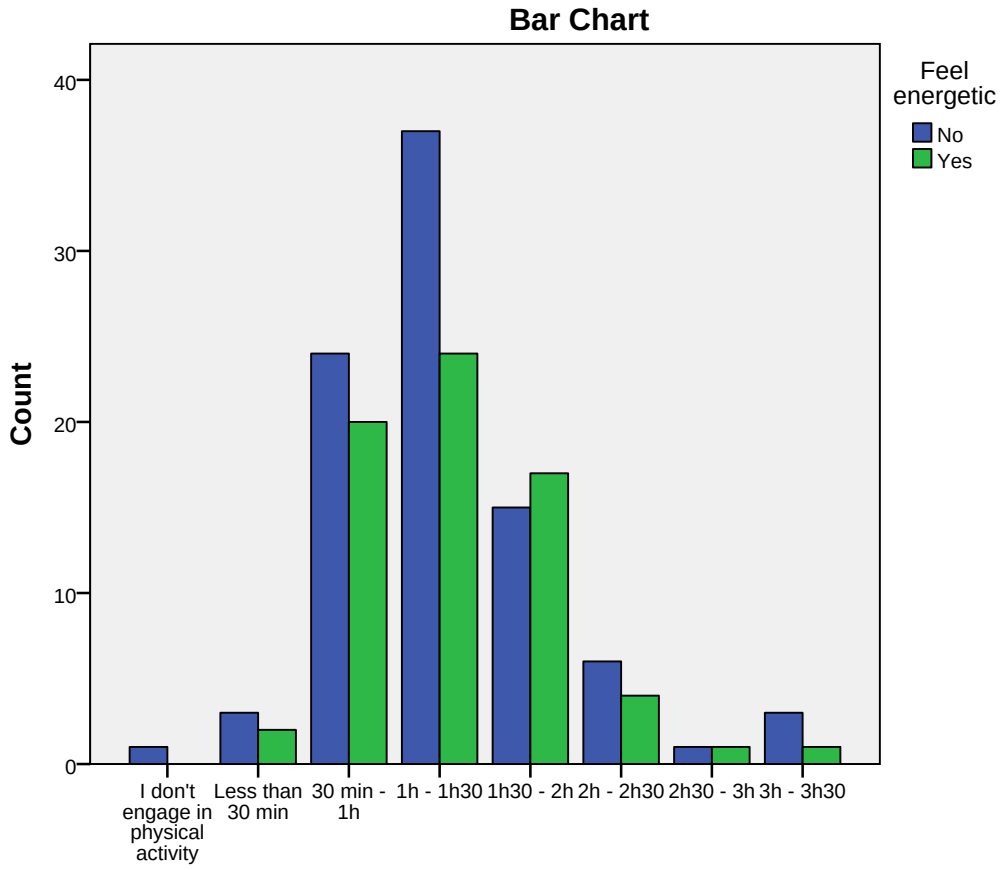
Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	1.3%
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Feel energetic	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.140[a]	7	.872
Likelihood Ratio	3.536	7	.831
Linear-by-Linear Association	.007	1	.933
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .43.



What is the average length of a training session? * Feel motivated

Crosstab

			Feel ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	1.9%
	Less than 30 min	Count	4
		% within What is the average length of a training session?	80.0%
		% within Feel motivated	7.4%
	30 min - 1h	Count	13
		% within What is the average length of a training session?	29.5%
		% within Feel motivated	24.1%
	1h - 1h30	Count	22
		% within What is the average length of a training session?	36.1%
		% within Feel motivated	40.7%
	1h30 - 2h	Count	11
		% within What is the average length of a training session?	34.4%
		% within Feel motivated	20.4%
	2h - 2h30	Count	2
		% within What is the average length of a training session?	20.0%
		% within Feel motivated	3.7%
	2h30 - 3h	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel motivated	0.0%
	3h - 3h30	Count	1
		% within What is the average length of a training session?	25.0%
		% within Feel motivated	1.9%
Total		Count	54
		% within What is the average length of a training session?	34.0%
		% within Feel motivated	100.0%

Crosstab

			Feel ...
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel motivated	0.0%
	Less than 30 min	Count	1
		% within What is the average length of a training session?	20.0%
		% within Feel motivated	1.0%
	30 min - 1h	Count	31
		% within What is the average length of a training session?	70.5%
		% within Feel motivated	29.5%
	1h - 1h30	Count	39
		% within What is the average length of a training session?	63.9%
		% within Feel motivated	37.1%
	1h30 - 2h	Count	21
		% within What is the average length of a training session?	65.6%
		% within Feel motivated	20.0%
	2h - 2h30	Count	8
		% within What is the average length of a training session?	80.0%
		% within Feel motivated	7.6%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	1.9%
	3h - 3h30	Count	3
		% within What is the average length of a training session?	75.0%
		% within Feel motivated	2.9%
Total		Count	105
		% within What is the average length of a training session?	66.0%
		% within Feel motivated	100.0%

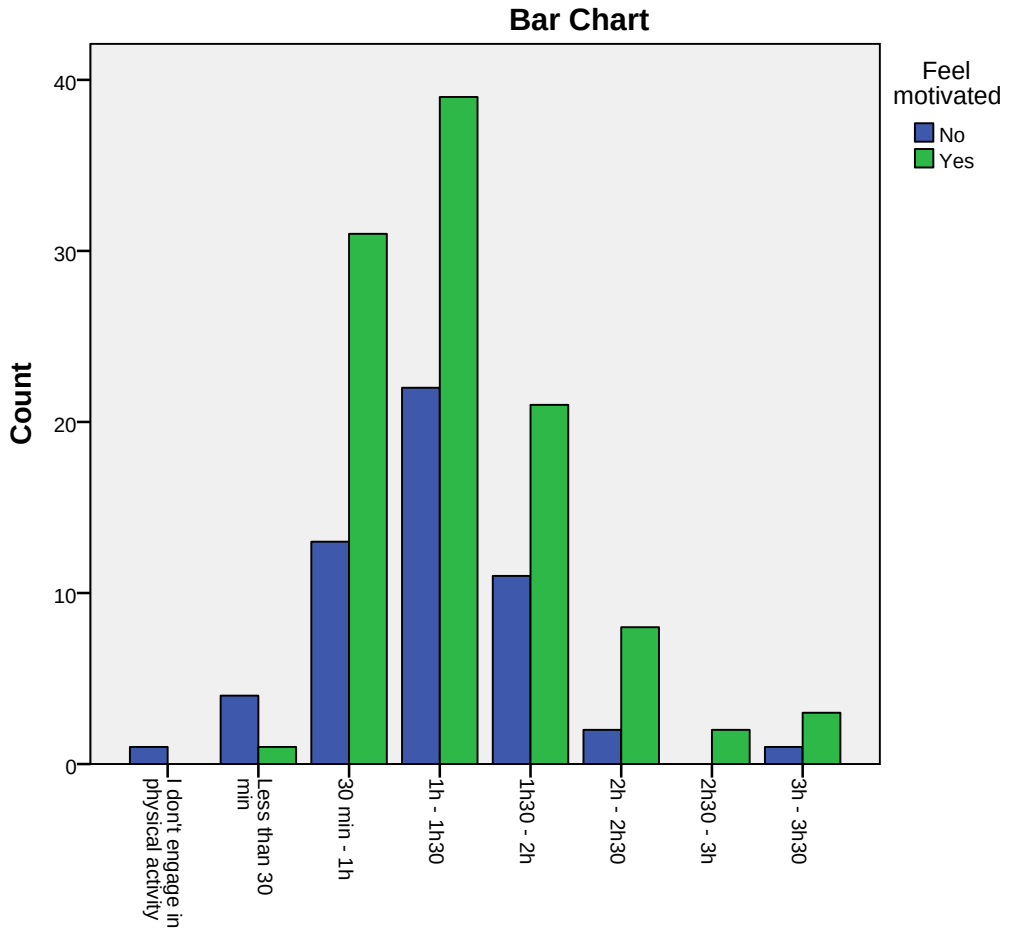
Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	1.3%
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Feel motivated	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.216[a]	7	.238
Likelihood Ratio	9.900	7	.194
Linear-by-Linear Association	2.284	1	.131
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .34.



What is the average length of a training session? * Feel exhausted

Crosstab

			Feel ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	1.0%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	4.8%
	30 min - 1h	Count	31
		% within What is the average length of a training session?	70.5%
		% within Feel exhausted	29.8%
	1h - 1h30	Count	39
		% within What is the average length of a training session?	63.9%
		% within Feel exhausted	37.5%
	1h30 - 2h	Count	18
		% within What is the average length of a training session?	56.3%
		% within Feel exhausted	17.3%
	2h - 2h30	Count	7
		% within What is the average length of a training session?	70.0%
		% within Feel exhausted	6.7%
	2h30 - 3h	Count	1
		% within What is the average length of a training session?	50.0%
		% within Feel exhausted	1.0%
	3h - 3h30	Count	2
		% within What is the average length of a training session?	50.0%
		% within Feel exhausted	1.9%
Total		Count	104
		% within What is the average length of a training session?	65.4%
		% within Feel exhausted	100.0%

Crosstab

			Feel ...
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel exhausted	0.0%
	Less than 30 min	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel exhausted	0.0%
	30 min - 1h	Count	13
		% within What is the average length of a training session?	29.5%
		% within Feel exhausted	23.6%
	1h - 1h30	Count	22
		% within What is the average length of a training session?	36.1%
		% within Feel exhausted	40.0%
	1h30 - 2h	Count	14
		% within What is the average length of a training session?	43.8%
		% within Feel exhausted	25.5%
	2h - 2h30	Count	3
		% within What is the average length of a training session?	30.0%
		% within Feel exhausted	5.5%
	2h30 - 3h	Count	1
		% within What is the average length of a training session?	50.0%
		% within Feel exhausted	1.8%
	3h - 3h30	Count	2
		% within What is the average length of a training session?	50.0%
		% within Feel exhausted	3.6%
Total		Count	55
		% within What is the average length of a training session?	34.6%
		% within Feel exhausted	100.0%

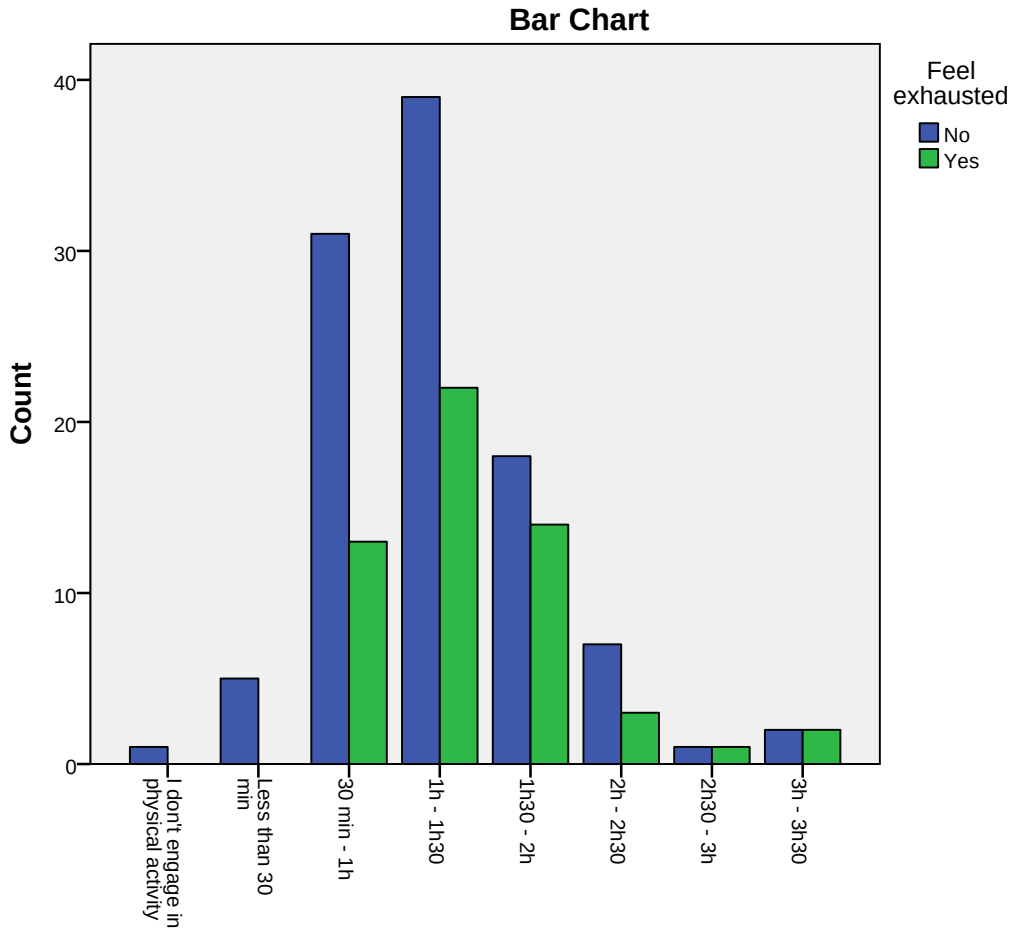
Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	1.3%
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Feel exhausted	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.636[a]	7	.583
Likelihood Ratio	7.501	7	.379
Linear-by-Linear Association	2.865	1	.091
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .35.



What is the average length of a training session? * Am very sweaty

Crosstab

			Am very ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	1.0%
	Less than 30 min	Count	4
		% within What is the average length of a training session?	80.0%
		% within Am very sweaty	4.0%
	30 min - 1h	Count	30
		% within What is the average length of a training session?	68.2%
		% within Am very sweaty	29.7%
	1h - 1h30	Count	41
		% within What is the average length of a training session?	67.2%
		% within Am very sweaty	40.6%
	1h30 - 2h	Count	17
		% within What is the average length of a training session?	53.1%
		% within Am very sweaty	16.8%
	2h - 2h30	Count	5
		% within What is the average length of a training session?	50.0%
		% within Am very sweaty	5.0%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	2.0%
	3h - 3h30	Count	1
		% within What is the average length of a training session?	25.0%
		% within Am very sweaty	1.0%
Total		Count	101
		% within What is the average length of a training session?	63.5%
		% within Am very sweaty	100.0%

Crosstab

			Am very ...
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Am very sweaty	0.0%
	Less than 30 min	Count	1
		% within What is the average length of a training session?	20.0%
		% within Am very sweaty	1.7%
	30 min - 1h	Count	14
		% within What is the average length of a training session?	31.8%
		% within Am very sweaty	24.1%
	1h - 1h30	Count	20
		% within What is the average length of a training session?	32.8%
		% within Am very sweaty	34.5%
	1h30 - 2h	Count	15
		% within What is the average length of a training session?	46.9%
		% within Am very sweaty	25.9%
	2h - 2h30	Count	5
		% within What is the average length of a training session?	50.0%
		% within Am very sweaty	8.6%
	2h30 - 3h	Count	0
		% within What is the average length of a training session?	0.0%
		% within Am very sweaty	0.0%
	3h - 3h30	Count	3
		% within What is the average length of a training session?	75.0%
		% within Am very sweaty	5.2%
Total		Count	58
		% within What is the average length of a training session?	36.5%
		% within Am very sweaty	100.0%

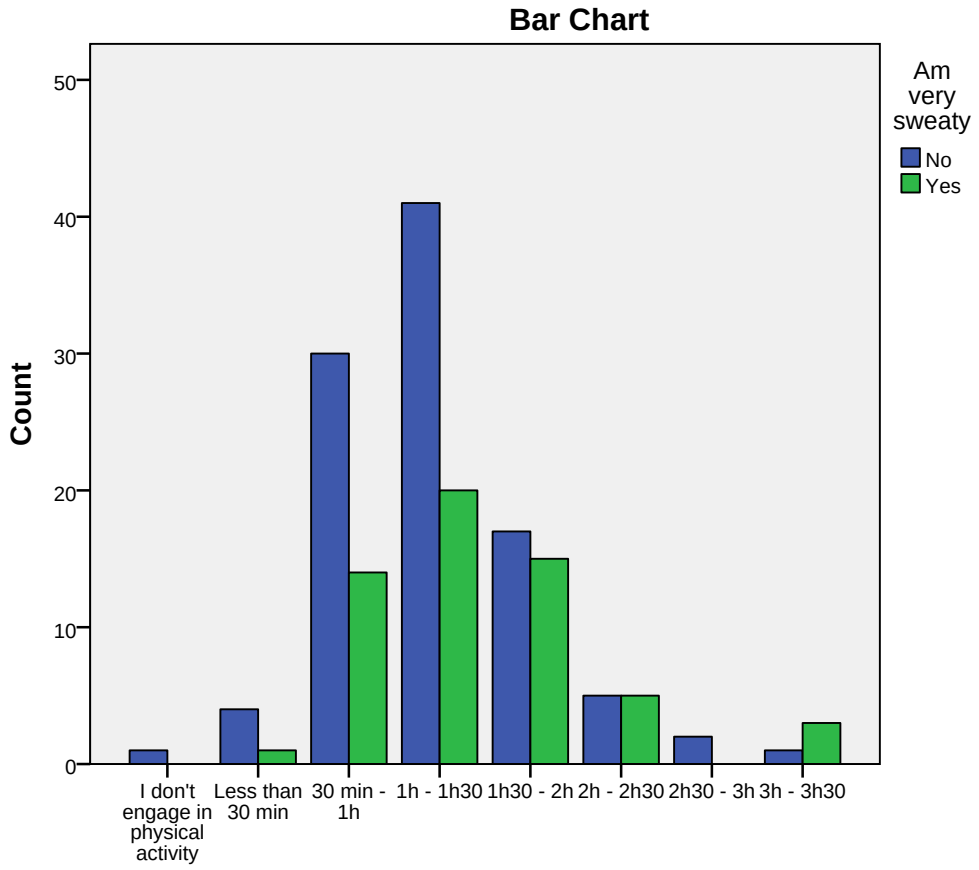
Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	1.3%
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.923[a]	7	.339
Likelihood Ratio	8.816	7	.266
Linear-by-Linear Association	4.171	1	.041
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .36.



What is the average length of a training session? * Feel confident

Crosstab

			Feel ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel confident	1.1%
	Less than 30 min	Count	4
		% within What is the average length of a training session?	80.0%
		% within Feel confident	4.3%
	30 min - 1h	Count	19
		% within What is the average length of a training session?	43.2%
		% within Feel confident	20.2%
	1h - 1h30	Count	37
		% within What is the average length of a training session?	60.7%
		% within Feel confident	39.4%
	1h30 - 2h	Count	21
		% within What is the average length of a training session?	65.6%
		% within Feel confident	22.3%
	2h - 2h30	Count	7
		% within What is the average length of a training session?	70.0%
		% within Feel confident	7.4%
	2h30 - 3h	Count	1
		% within What is the average length of a training session?	50.0%
		% within Feel confident	1.1%
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Feel confident	4.3%
Total		Count	94
		% within What is the average length of a training session?	59.1%
		% within Feel confident	100.0%

Crosstab

			Feel ...
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel confident	0.0%
	Less than 30 min	Count	1
		% within What is the average length of a training session?	20.0%
		% within Feel confident	1.5%
	30 min - 1h	Count	25
		% within What is the average length of a training session?	56.8%
		% within Feel confident	38.5%
	1h - 1h30	Count	24
		% within What is the average length of a training session?	39.3%
		% within Feel confident	36.9%
	1h30 - 2h	Count	11
		% within What is the average length of a training session?	34.4%
		% within Feel confident	16.9%
	2h - 2h30	Count	3
		% within What is the average length of a training session?	30.0%
		% within Feel confident	4.6%
	2h30 - 3h	Count	1
		% within What is the average length of a training session?	50.0%
		% within Feel confident	1.5%
	3h - 3h30	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel confident	0.0%
Total		Count	65
		% within What is the average length of a training session?	40.9%
		% within Feel confident	100.0%

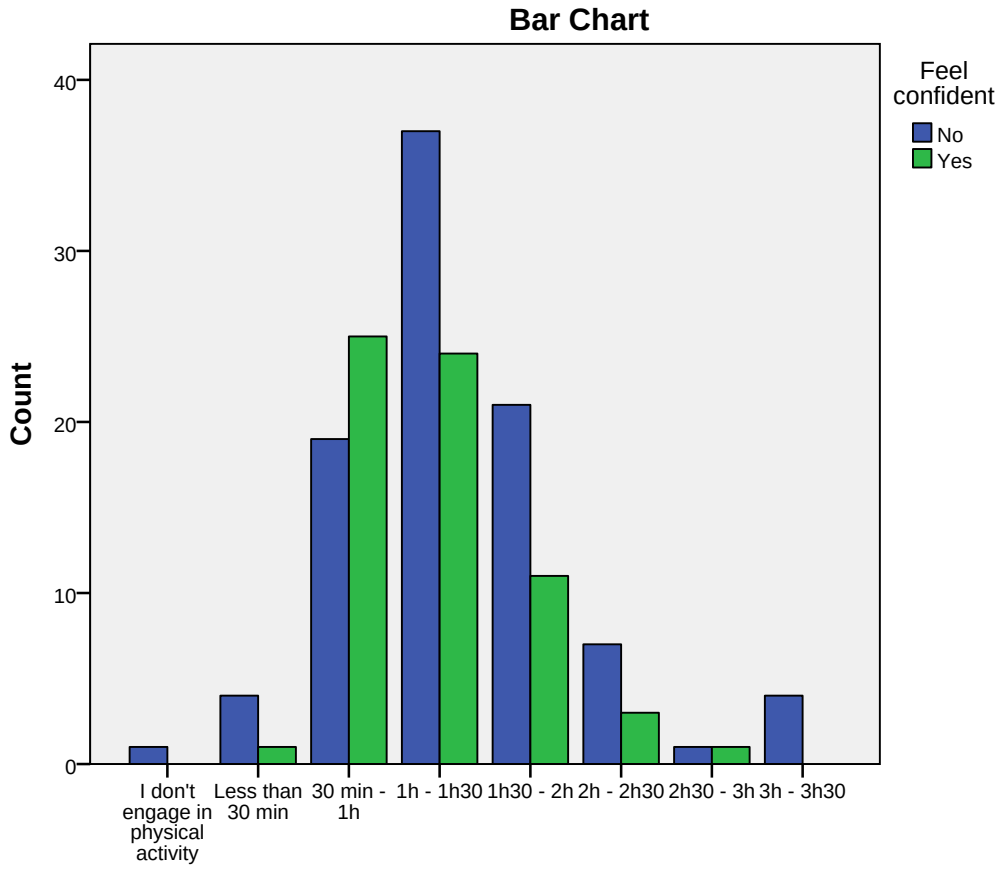
Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel confident	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Feel confident	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Feel confident	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Feel confident	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Feel confident	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Feel confident	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Feel confident	1.3%
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Feel confident	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Feel confident	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.162[a]	7	.180
Likelihood Ratio	11.976	7	.101
Linear-by-Linear Association	3.553	1	.059
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .41.



What is the average length of a training session? * Feel full of energy

Crosstab

			Feel full of .
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	0.8%
	Less than 30 min	Count	3
		% within What is the average length of a training session?	60.0%
		% within Feel full of energy	2.3%
	30 min - 1h	Count	33
		% within What is the average length of a training session?	75.0%
		% within Feel full of energy	25.8%
	1h - 1h30	Count	48
		% within What is the average length of a training session?	78.7%
		% within Feel full of energy	37.5%
	1h30 - 2h	Count	27
		% within What is the average length of a training session?	84.4%
		% within Feel full of energy	21.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	7.8%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	1.6%

Crosstab

			Feel full of ..
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel full of energy	0.0%
	Less than 30 min	Count	2
		% within What is the average length of a training session?	40.0%
		% within Feel full of energy	6.5%
	30 min - 1h	Count	11
		% within What is the average length of a training session?	25.0%
		% within Feel full of energy	35.5%
	1h - 1h30	Count	13
		% within What is the average length of a training session?	21.3%
		% within Feel full of energy	41.9%
	1h30 - 2h	Count	5
		% within What is the average length of a training session?	15.6%
		% within Feel full of energy	16.1%
	2h - 2h30	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel full of energy	0.0%
	2h30 - 3h	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel full of energy	0.0%

Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	1.3%

Crosstab

			Feel full of .
			No
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	3.1%
Total		Count	128
		% within What is the average length of a training session?	80.5%
		% within Feel full of energy	100.0%

Crosstab

			Feel full of ..
			Yes
	3h - 3h30	Count	0
		% within What is the average length of a training session?	0.0%
		% within Feel full of energy	0.0%
Total		Count	31
		% within What is the average length of a training session?	19.5%
		% within Feel full of energy	100.0%

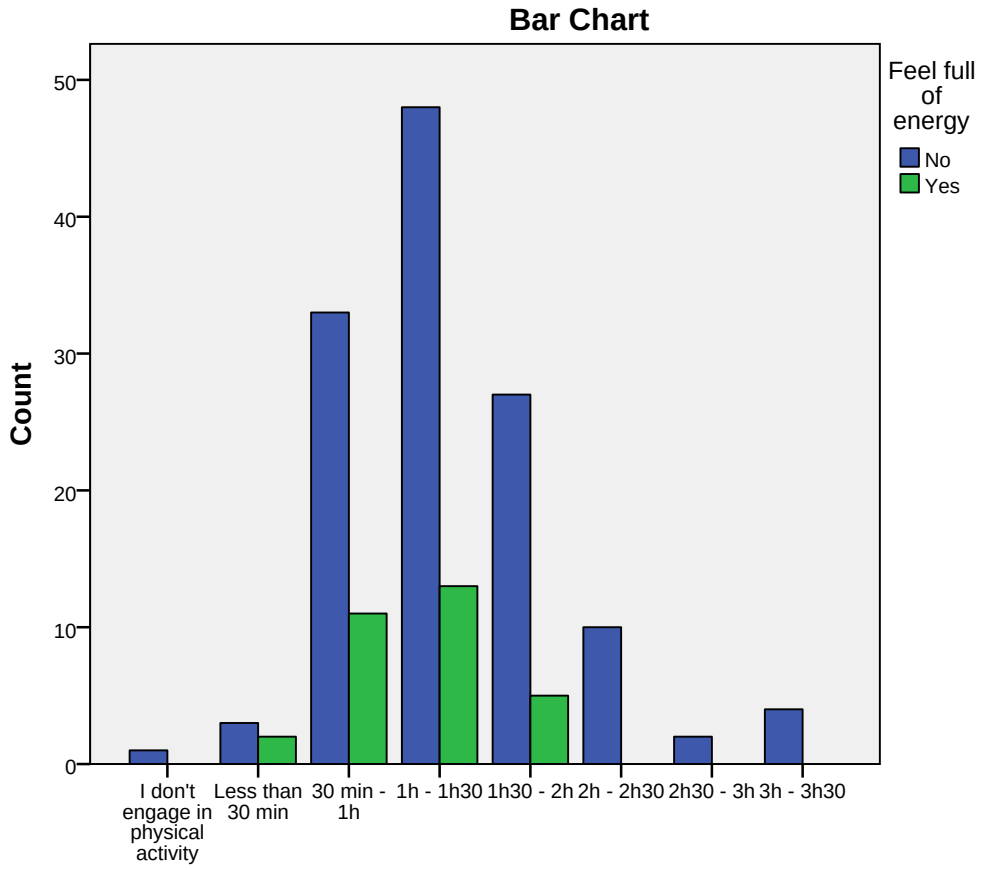
Crosstab

			Total
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Feel full of energy	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.739[a]	7	.457
Likelihood Ratio	9.729	7	.204
Linear-by-Linear Association	4.984	1	.026
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .19.



What is the average length of a training session? * Am motivated for my next workout session

Crosstab

			Am motivated for my next ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	1.2%
	Less than 30 min	Count	3
		% within What is the average length of a training session?	60.0%
		% within Am motivated for my next workout session	3.6%
	30 min - 1h	Count	27
		% within What is the average length of a training session?	61.4%
		% within Am motivated for my next workout session	32.1%
	1h - 1h30	Count	26
		% within What is the average length of a training session?	42.6%
		% within Am motivated for my next workout session	31.0%
	1h30 - 2h	Count	18
		% within What is the average length of a training session?	56.3%
		% within Am motivated for my next workout session	21.4%
	2h - 2h30	Count	8
		% within What is the average length of a training session?	80.0%
		% within Am motivated for my next workout session	9.5%
	2h30 - 3h	Count	0
		% within What is the average length of a training session?	0.0%
		% within Am motivated for my next workout session	0.0%

Crosstab

			Am motivated for my next workout ..
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Am motivated for my next workout session	0.0%
	Less than 30 min	Count	2
		% within What is the average length of a training session?	40.0%
		% within Am motivated for my next workout session	2.7%
	30 min - 1h	Count	17
		% within What is the average length of a training session?	38.6%
		% within Am motivated for my next workout session	22.7%
	1h - 1h30	Count	35
		% within What is the average length of a training session?	57.4%
		% within Am motivated for my next workout session	46.7%
	1h30 - 2h	Count	14
		% within What is the average length of a training session?	43.8%
		% within Am motivated for my next workout session	18.7%
	2h - 2h30	Count	2
		% within What is the average length of a training session?	20.0%
		% within Am motivated for my next workout session	2.7%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	2.7%

Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	1.3%

Crosstab

			Am motivated for my next ...
			No
	3h - 3h30	Count	1
		% within What is the average length of a training session?	25.0%
		% within Am motivated for my next workout session	1.2%
Total		Count	84
		% within What is the average length of a training session?	52.8%
		% within Am motivated for my next workout session	100.0%

Crosstab

			Am motivated for my next workout ..
			Yes
	3h - 3h30	Count	3
		% within What is the average length of a training session?	75.0%
		% within Am motivated for my next workout session	4.0%
Total		Count	75
		% within What is the average length of a training session?	47.2%
		% within Am motivated for my next workout session	100.0%

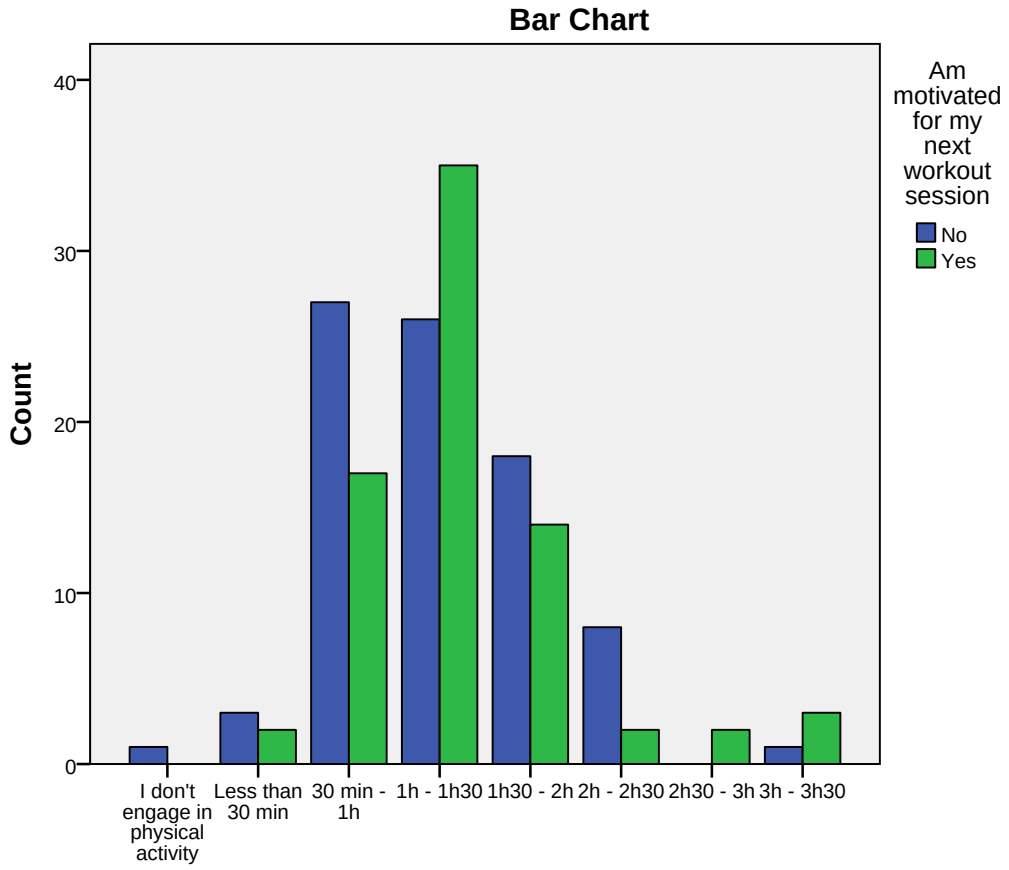
Crosstab

			Total
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Am motivated for my next workout session	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.428[a]	7	.121
Likelihood Ratio	12.879	7	.075
Linear-by-Linear Association	.863	1	.353
N of Valid Cases	159		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .47.



What is the average frequency of training sessions per week? * Swe at right away

Crosstab

			Sweat ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	0.7%
	1-2	Count	51
		% within What is the average frequency of training sessions per week?	94.4%
		% within Sweat right away	37.2%
	3-4	Count	44
		% within What is the average frequency of training sessions per week?	89.8%
		% within Sweat right away	32.1%
	4-5	Count	20
		% within What is the average frequency of training sessions per week?	64.5%
		% within Sweat right away	14.6%
	6-7	Count	15
		% within What is the average frequency of training sessions per week?	83.3%
		% within Sweat right away	10.9%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	3.6%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	0.7%
Total		Count	137
		% within What is the average frequency of training sessions per week?	86.2%
		% within Sweat right away	100.0%

Crosstab

			Sweat right ..
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Sweat right away	0.0%
	1-2	Count	3
		% within What is the average frequency of training sessions per week?	5.6%
		% within Sweat right away	13.6%
	3-4	Count	5
		% within What is the average frequency of training sessions per week?	10.2%
		% within Sweat right away	22.7%
	4-5	Count	11
		% within What is the average frequency of training sessions per week?	35.5%
		% within Sweat right away	50.0%
	6-7	Count	3
		% within What is the average frequency of training sessions per week?	16.7%
		% within Sweat right away	13.6%
	7-8	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Sweat right away	0.0%
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Sweat right away	0.0%
Total		Count	22
		% within What is the average frequency of training sessions per week?	13.8%
		% within Sweat right away	100.0%

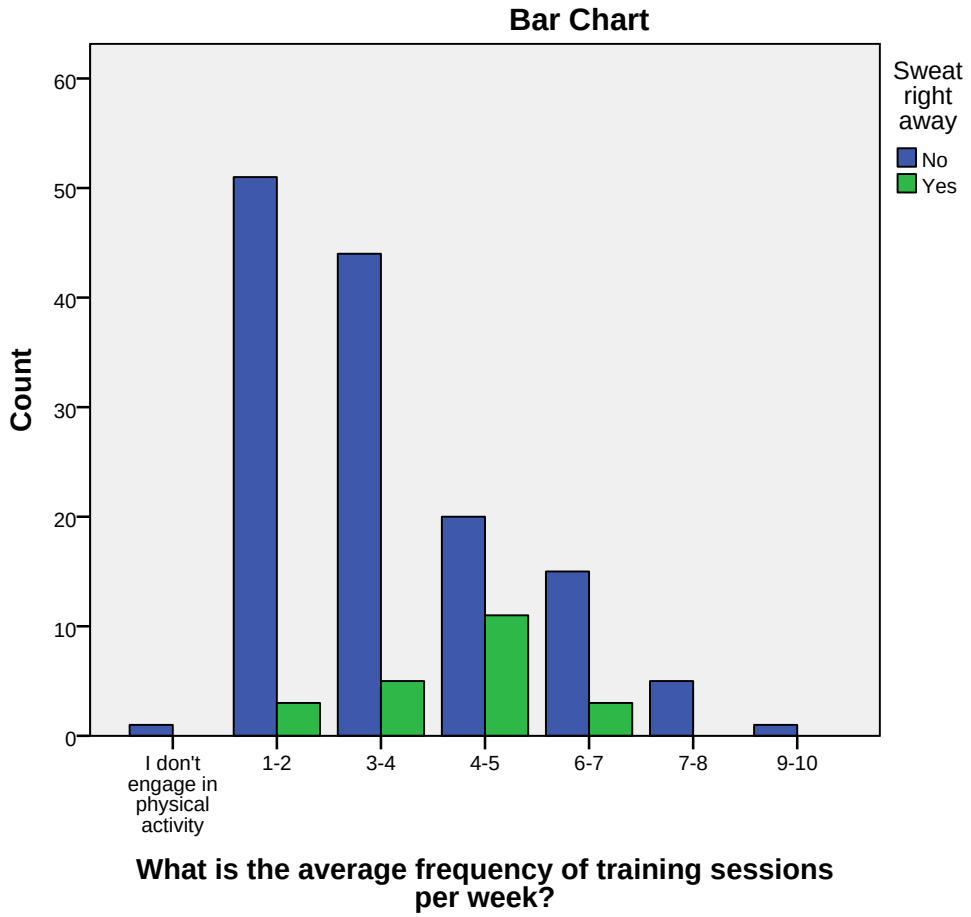
Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	3.1%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.078[a]	6	.009
Likelihood Ratio	15.819	6	.015
Linear-by-Linear Association	3.737	1	.053
N of Valid Cases	159		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .14.



What is the average frequency of training sessions per week? * Feel shortness of breath

Crosstab

			Feel ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	0.7%
	1-2	Count	45
		% within What is the average frequency of training sessions per week?	83.3%
		% within Feel shortness of breath	32.1%
	3-4	Count	46
		% within What is the average frequency of training sessions per week?	93.9%
		% within Feel shortness of breath	32.9%
	4-5	Count	26
		% within What is the average frequency of training sessions per week?	83.9%
		% within Feel shortness of breath	18.6%
	6-7	Count	17
		% within What is the average frequency of training sessions per week?	94.4%
		% within Feel shortness of breath	12.1%
	7-8	Count	4
		% within What is the average frequency of training sessions per week?	80.0%
		% within Feel shortness of breath	2.9%

Crosstab

			Feel ...
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel shortness of breath	0.0%
	1-2	Count	9
		% within What is the average frequency of training sessions per week?	16.7%
		% within Feel shortness of breath	47.4%
	3-4	Count	3
		% within What is the average frequency of training sessions per week?	6.1%
		% within Feel shortness of breath	15.8%
	4-5	Count	5
		% within What is the average frequency of training sessions per week?	16.1%
		% within Feel shortness of breath	26.3%
	6-7	Count	1
		% within What is the average frequency of training sessions per week?	5.6%
		% within Feel shortness of breath	5.3%
	7-8	Count	1
		% within What is the average frequency of training sessions per week?	20.0%
		% within Feel shortness of breath	5.3%

Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	3.1%

Crosstab

			Feel ...
			No
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	0.7%
Total		Count	140
		% within What is the average frequency of training sessions per week?	88.1%
		% within Feel shortness of breath	100.0%

Crosstab

			Feel ...
			Yes
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel shortness of breath	0.0%
Total		Count	19
		% within What is the average frequency of training sessions per week?	11.9%
		% within Feel shortness of breath	100.0%

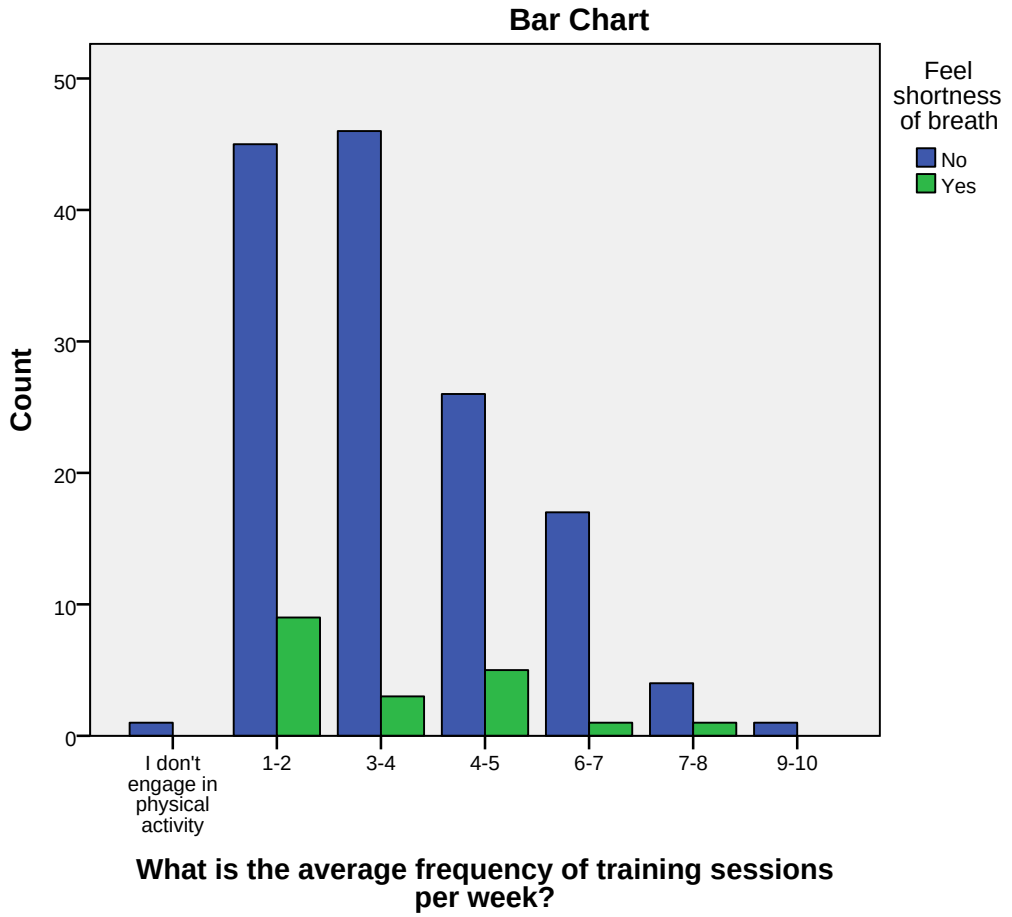
Crosstab

			Total
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel shortness of breath	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.517[a]	6	.607
Likelihood Ratio	5.011	6	.542
Linear-by-Linear Association	.292	1	.589
N of Valid Cases	159		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .12.



What is the average frequency of training sessions per week? * Feel energetic

Crosstab

			Feel ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	1.1%
	1-2	Count	26
		% within What is the average frequency of training sessions per week?	48.1%
		% within Feel energetic	28.9%
	3-4	Count	32
		% within What is the average frequency of training sessions per week?	65.3%
		% within Feel energetic	35.6%
	4-5	Count	19
		% within What is the average frequency of training sessions per week?	61.3%
		% within Feel energetic	21.1%
	6-7	Count	9
		% within What is the average frequency of training sessions per week?	50.0%
		% within Feel energetic	10.0%
	7-8	Count	3
		% within What is the average frequency of training sessions per week?	60.0%
		% within Feel energetic	3.3%
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel energetic	0.0%
Total		Count	90
		% within What is the average frequency of training sessions per week?	56.6%
		% within Feel energetic	100.0%

Crosstab

			Feel ...
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel energetic	0.0%
	1-2	Count	28
		% within What is the average frequency of training sessions per week?	51.9%
		% within Feel energetic	40.6%
	3-4	Count	17
		% within What is the average frequency of training sessions per week?	34.7%
		% within Feel energetic	24.6%
	4-5	Count	12
		% within What is the average frequency of training sessions per week?	38.7%
		% within Feel energetic	17.4%
	6-7	Count	9
		% within What is the average frequency of training sessions per week?	50.0%
		% within Feel energetic	13.0%
	7-8	Count	2
		% within What is the average frequency of training sessions per week?	40.0%
		% within Feel energetic	2.9%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	1.4%
Total		Count	69
		% within What is the average frequency of training sessions per week?	43.4%
		% within Feel energetic	100.0%

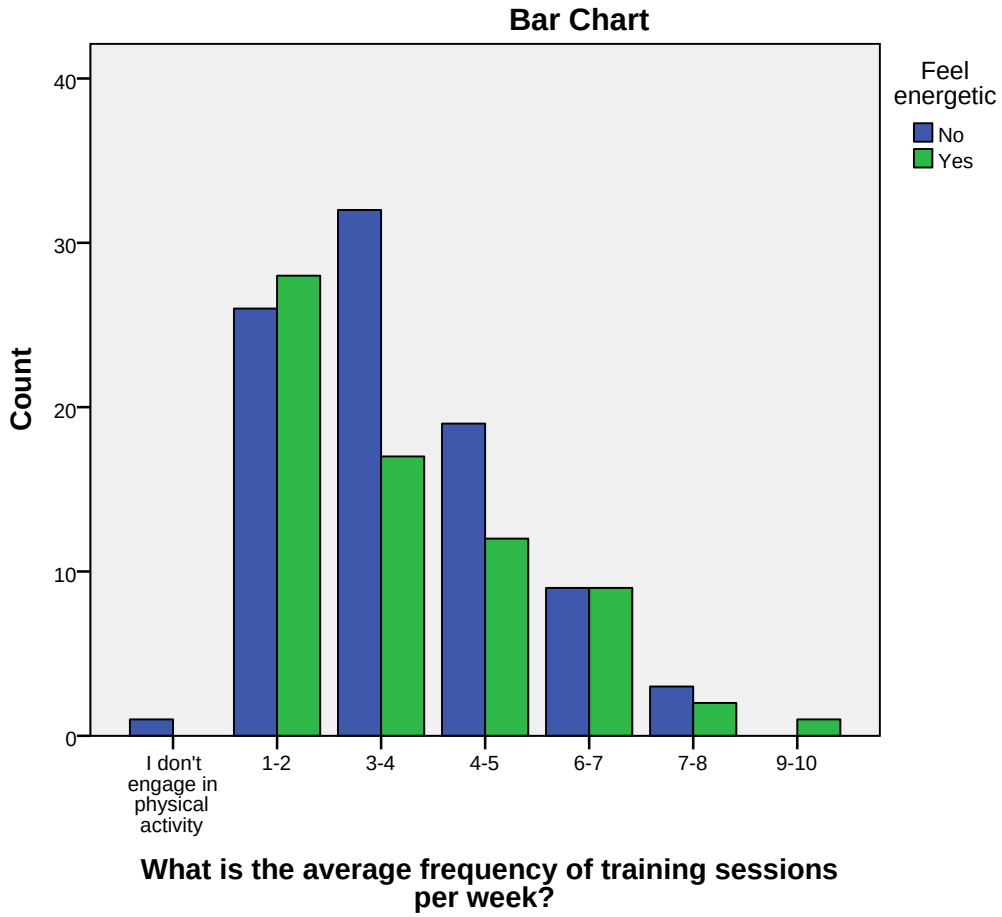
Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	3.1%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel energetic	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.774[a]	6	.449
Likelihood Ratio	6.527	6	.367
Linear-by-Linear Association	.019	1	.889
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .43.



What is the average frequency of training sessions per week? * Feel motivated

Crosstab

			Feel ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	1.9%
	1-2	Count	19
		% within What is the average frequency of training sessions per week?	35.2%
		% within Feel motivated	35.2%
	3-4	Count	13
		% within What is the average frequency of training sessions per week?	26.5%
		% within Feel motivated	24.1%
	4-5	Count	12
		% within What is the average frequency of training sessions per week?	38.7%
		% within Feel motivated	22.2%
	6-7	Count	6
		% within What is the average frequency of training sessions per week?	33.3%
		% within Feel motivated	11.1%
	7-8	Count	3
		% within What is the average frequency of training sessions per week?	60.0%
		% within Feel motivated	5.6%
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel motivated	0.0%
Total		Count	54
		% within What is the average frequency of training sessions per week?	34.0%
		% within Feel motivated	100.0%

Crosstab

			Feel ...
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel motivated	0.0%
	1-2	Count	35
		% within What is the average frequency of training sessions per week?	64.8%
		% within Feel motivated	33.3%
	3-4	Count	36
		% within What is the average frequency of training sessions per week?	73.5%
		% within Feel motivated	34.3%
	4-5	Count	19
		% within What is the average frequency of training sessions per week?	61.3%
		% within Feel motivated	18.1%
	6-7	Count	12
		% within What is the average frequency of training sessions per week?	66.7%
		% within Feel motivated	11.4%
	7-8	Count	2
		% within What is the average frequency of training sessions per week?	40.0%
		% within Feel motivated	1.9%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	1.0%
Total		Count	105
		% within What is the average frequency of training sessions per week?	66.0%
		% within Feel motivated	100.0%

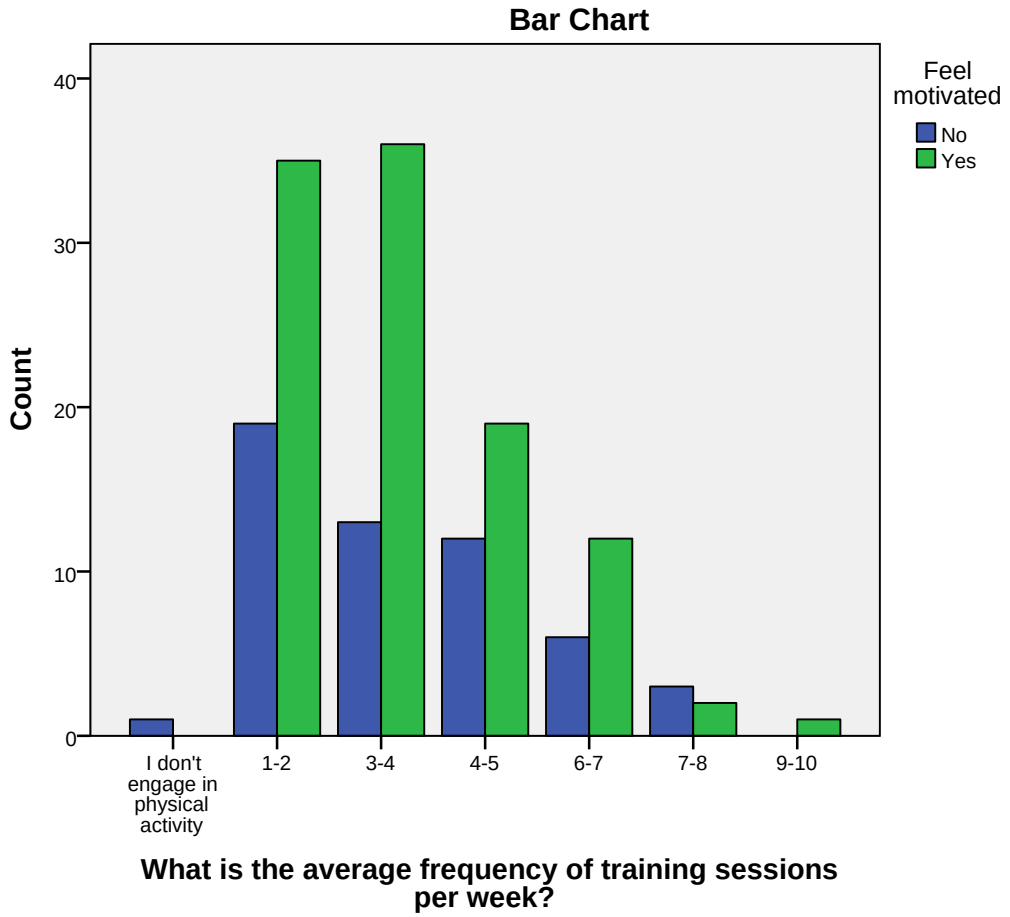
Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	3.1%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel motivated	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.528[a]	6	.478
Likelihood Ratio	6.001	6	.423
Linear-by-Linear Association	.067	1	.795
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .34.



What is the average frequency of training sessions per week? * Feel exhausted

Crosstab

			Feel ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	1.0%
	1-2	Count	32
		% within What is the average frequency of training sessions per week?	59.3%
		% within Feel exhausted	30.8%
	3-4	Count	36
		% within What is the average frequency of training sessions per week?	73.5%
		% within Feel exhausted	34.6%
	4-5	Count	22
		% within What is the average frequency of training sessions per week?	71.0%
		% within Feel exhausted	21.2%
	6-7	Count	8
		% within What is the average frequency of training sessions per week?	44.4%
		% within Feel exhausted	7.7%
	7-8	Count	4
		% within What is the average frequency of training sessions per week?	80.0%
		% within Feel exhausted	3.8%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	1.0%
Total		Count	104
		% within What is the average frequency of training sessions per week?	65.4%
		% within Feel exhausted	100.0%

Crosstab

			Feel ...
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel exhausted	0.0%
	1-2	Count	22
		% within What is the average frequency of training sessions per week?	40.7%
		% within Feel exhausted	40.0%
	3-4	Count	13
		% within What is the average frequency of training sessions per week?	26.5%
		% within Feel exhausted	23.6%
	4-5	Count	9
		% within What is the average frequency of training sessions per week?	29.0%
		% within Feel exhausted	16.4%
	6-7	Count	10
		% within What is the average frequency of training sessions per week?	55.6%
		% within Feel exhausted	18.2%
	7-8	Count	1
		% within What is the average frequency of training sessions per week?	20.0%
		% within Feel exhausted	1.8%
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel exhausted	0.0%
Total		Count	55
		% within What is the average frequency of training sessions per week?	34.6%
		% within Feel exhausted	100.0%

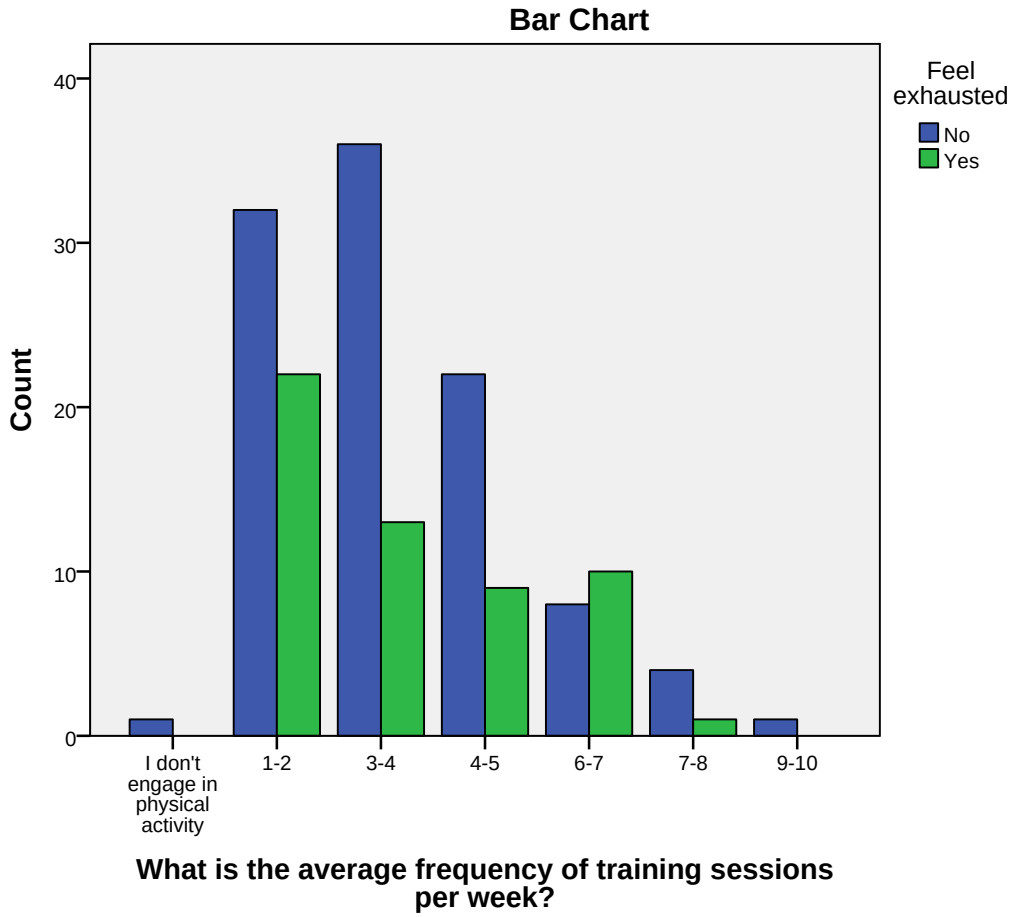
Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	3.1%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel exhausted	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.758[a]	6	.256
Likelihood Ratio	8.292	6	.217
Linear-by-Linear Association	.003	1	.957
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .35.



What is the average frequency of training sessions per week? * Am very sweaty

Crosstab

			Am very ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	1.0%
	1-2	Count	40
		% within What is the average frequency of training sessions per week?	74.1%
		% within Am very sweaty	39.6%
	3-4	Count	31
		% within What is the average frequency of training sessions per week?	63.3%
		% within Am very sweaty	30.7%
	4-5	Count	11
		% within What is the average frequency of training sessions per week?	35.5%
		% within Am very sweaty	10.9%
	6-7	Count	12
		% within What is the average frequency of training sessions per week?	66.7%
		% within Am very sweaty	11.9%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	5.0%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	1.0%
Total		Count	101
		% within What is the average frequency of training sessions per week?	63.5%
		% within Am very sweaty	100.0%

Crosstab

			Am very ...
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Am very sweaty	0.0%
	1-2	Count	14
		% within What is the average frequency of training sessions per week?	25.9%
		% within Am very sweaty	24.1%
	3-4	Count	18
		% within What is the average frequency of training sessions per week?	36.7%
		% within Am very sweaty	31.0%
	4-5	Count	20
		% within What is the average frequency of training sessions per week?	64.5%
		% within Am very sweaty	34.5%
	6-7	Count	6
		% within What is the average frequency of training sessions per week?	33.3%
		% within Am very sweaty	10.3%
	7-8	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Am very sweaty	0.0%
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Am very sweaty	0.0%
Total		Count	58
		% within What is the average frequency of training sessions per week?	36.5%
		% within Am very sweaty	100.0%

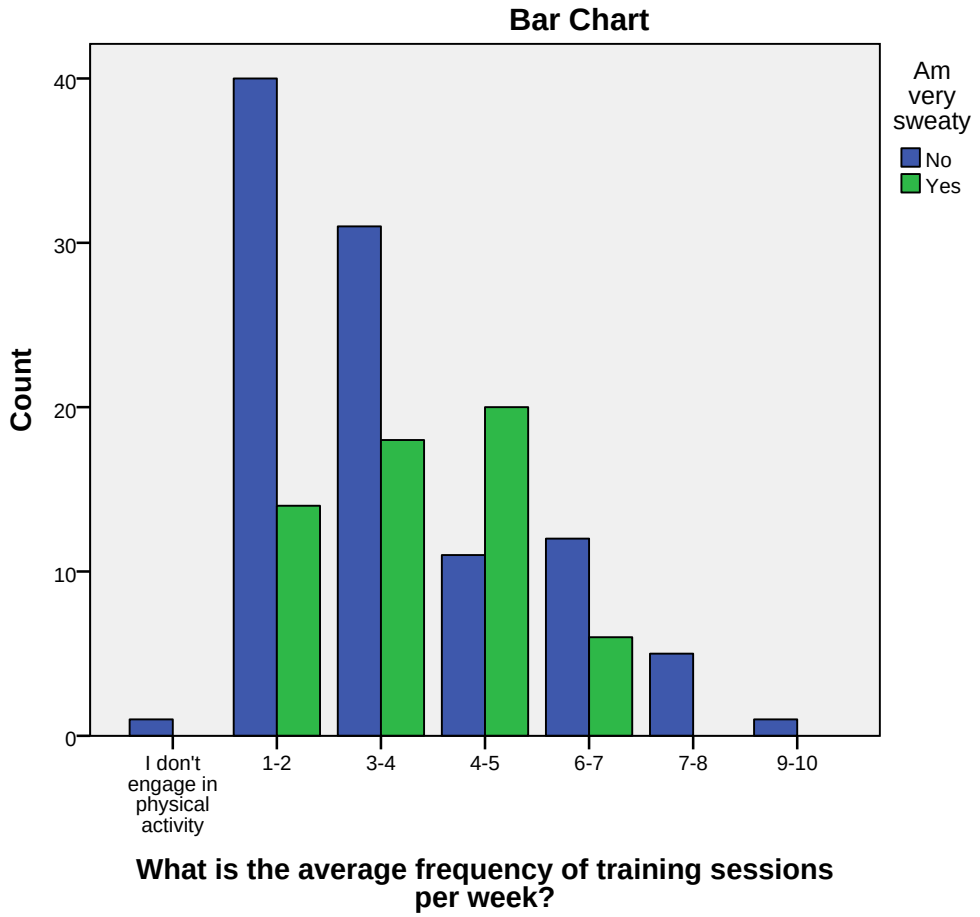
Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	3.1%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.210[a]	6	.009
Likelihood Ratio	19.163	6	.004
Linear-by-Linear Association	.987	1	.320
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .36.



What is the average frequency of training sessions per week? * Feel confident

Crosstab

			Feel ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	1.1%
	1-2	Count	35
		% within What is the average frequency of training sessions per week?	64.8%
		% within Feel confident	37.2%
	3-4	Count	31
		% within What is the average frequency of training sessions per week?	63.3%
		% within Feel confident	33.0%
	4-5	Count	15
		% within What is the average frequency of training sessions per week?	48.4%
		% within Feel confident	16.0%
	6-7	Count	9
		% within What is the average frequency of training sessions per week?	50.0%
		% within Feel confident	9.6%
	7-8	Count	2
		% within What is the average frequency of training sessions per week?	40.0%
		% within Feel confident	2.1%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	1.1%
Total		Count	94
		% within What is the average frequency of training sessions per week?	59.1%
		% within Feel confident	100.0%

Crosstab

			Feel ...
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel confident	0.0%
	1-2	Count	19
		% within What is the average frequency of training sessions per week?	35.2%
		% within Feel confident	29.2%
	3-4	Count	18
		% within What is the average frequency of training sessions per week?	36.7%
		% within Feel confident	27.7%
	4-5	Count	16
		% within What is the average frequency of training sessions per week?	51.6%
		% within Feel confident	24.6%
	6-7	Count	9
		% within What is the average frequency of training sessions per week?	50.0%
		% within Feel confident	13.8%
	7-8	Count	3
		% within What is the average frequency of training sessions per week?	60.0%
		% within Feel confident	4.6%
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel confident	0.0%
Total		Count	65
		% within What is the average frequency of training sessions per week?	40.9%
		% within Feel confident	100.0%

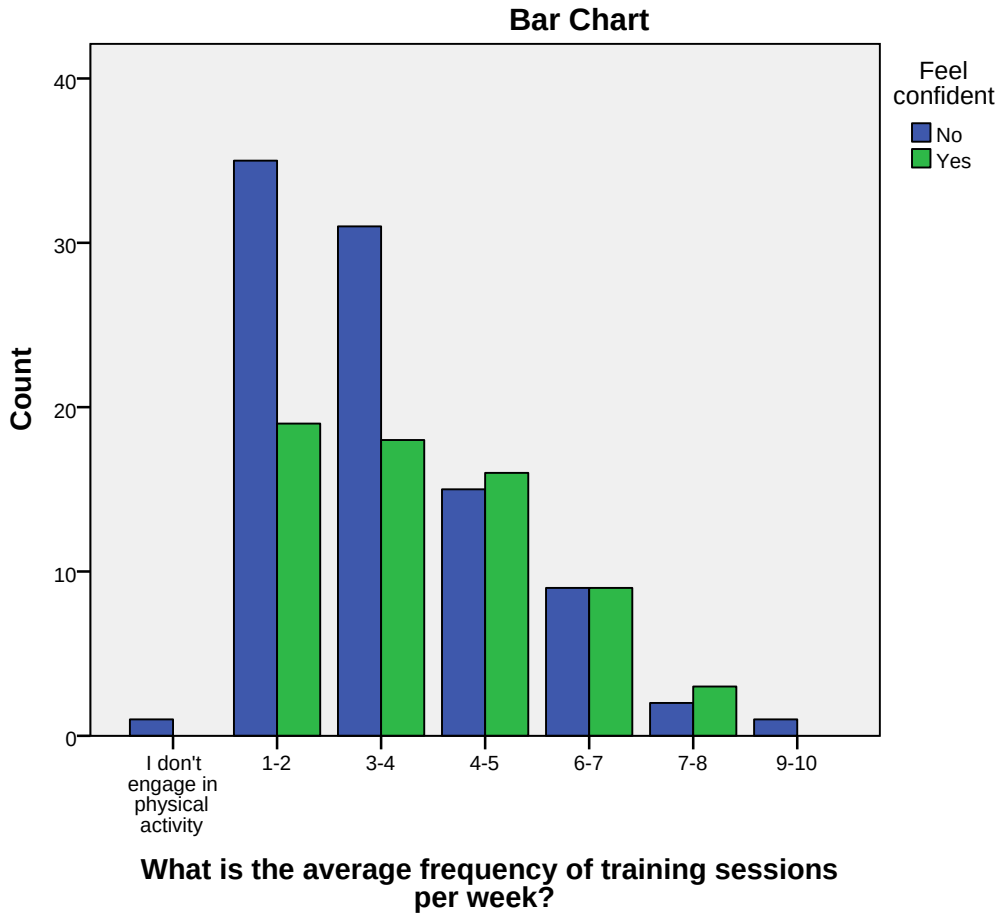
Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	3.1%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel confident	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.309[a]	6	.505
Likelihood Ratio	5.990	6	.424
Linear-by-Linear Association	2.618	1	.106
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .41.



What is the average frequency of training sessions per week? * Feel full of energy

Crosstab

			Feel full of .
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	0.8%
	1-2	Count	46
		% within What is the average frequency of training sessions per week?	85.2%
		% within Feel full of energy	35.9%
	3-4	Count	36
		% within What is the average frequency of training sessions per week?	73.5%
		% within Feel full of energy	28.1%
	4-5	Count	26
		% within What is the average frequency of training sessions per week?	83.9%
		% within Feel full of energy	20.3%
	6-7	Count	14
		% within What is the average frequency of training sessions per week?	77.8%
		% within Feel full of energy	10.9%
	7-8	Count	4
		% within What is the average frequency of training sessions per week?	80.0%
		% within Feel full of energy	3.1%

Crosstab

			Feel full of ..
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel full of energy	0.0%
	1-2	Count	8
		% within What is the average frequency of training sessions per week?	14.8%
		% within Feel full of energy	25.8%
	3-4	Count	13
		% within What is the average frequency of training sessions per week?	26.5%
		% within Feel full of energy	41.9%
	4-5	Count	5
		% within What is the average frequency of training sessions per week?	16.1%
		% within Feel full of energy	16.1%
	6-7	Count	4
		% within What is the average frequency of training sessions per week?	22.2%
		% within Feel full of energy	12.9%
	7-8	Count	1
		% within What is the average frequency of training sessions per week?	20.0%
		% within Feel full of energy	3.2%

Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	3.1%

Crosstab

			Feel full of .
			No
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	0.8%
Total		Count	128
		% within What is the average frequency of training sessions per week?	80.5%
		% within Feel full of energy	100.0%

Crosstab

			Feel full of ..
			Yes
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Feel full of energy	0.0%
Total		Count	31
		% within What is the average frequency of training sessions per week?	19.5%
		% within Feel full of energy	100.0%

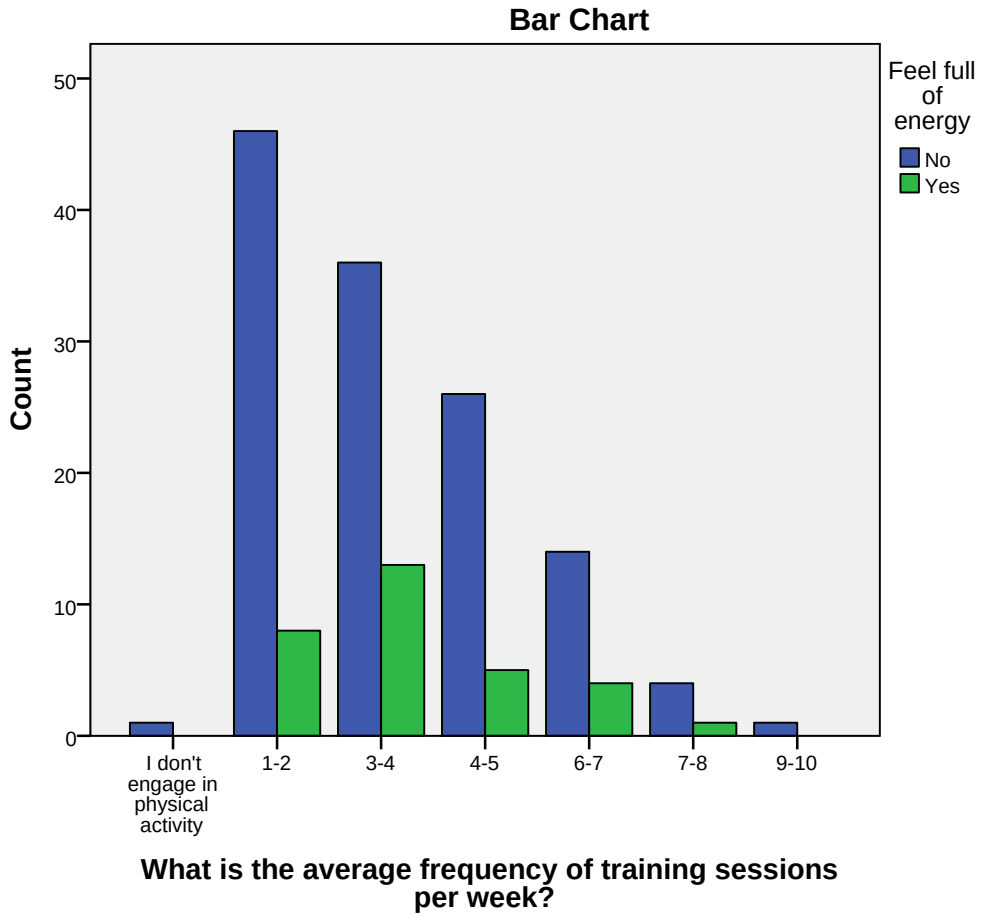
Crosstab

			Total
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Feel full of energy	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.093[a]	6	.797
Likelihood Ratio	3.419	6	.755
Linear-by-Linear Association	.135	1	.713
N of Valid Cases	159		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .19.



What is the average frequency of training sessions per week? * Am motivated for my next workout session

Crosstab

			Am motivated for my next ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	1.2%
	1-2	Count	29
		% within What is the average frequency of training sessions per week?	53.7%
		% within Am motivated for my next workout session	34.5%
	3-4	Count	26
		% within What is the average frequency of training sessions per week?	53.1%
		% within Am motivated for my next workout session	31.0%
	4-5	Count	18
		% within What is the average frequency of training sessions per week?	58.1%
		% within Am motivated for my next workout session	21.4%
	6-7	Count	5
		% within What is the average frequency of training sessions per week?	27.8%
		% within Am motivated for my next workout session	6.0%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	6.0%

Crosstab

			Am motivated for my next workout ..
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Am motivated for my next workout session	0.0%
	1-2	Count	25
		% within What is the average frequency of training sessions per week?	46.3%
		% within Am motivated for my next workout session	33.3%
	3-4	Count	23
		% within What is the average frequency of training sessions per week?	46.9%
		% within Am motivated for my next workout session	30.7%
	4-5	Count	13
		% within What is the average frequency of training sessions per week?	41.9%
		% within Am motivated for my next workout session	17.3%
	6-7	Count	13
		% within What is the average frequency of training sessions per week?	72.2%
		% within Am motivated for my next workout session	17.3%
	7-8	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Am motivated for my next workout session	0.0%

Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	3.1%

Crosstab

			Am motivated for my next ...
			No
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Am motivated for my next workout session	0.0%
Total		Count	84
		% within What is the average frequency of training sessions per week?	52.8%
		% within Am motivated for my next workout session	100.0%

Crosstab

			Am motivated for my next workout ..
			Yes
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	1.3%
Total		Count	75
		% within What is the average frequency of training sessions per week?	47.2%
		% within Am motivated for my next workout session	100.0%

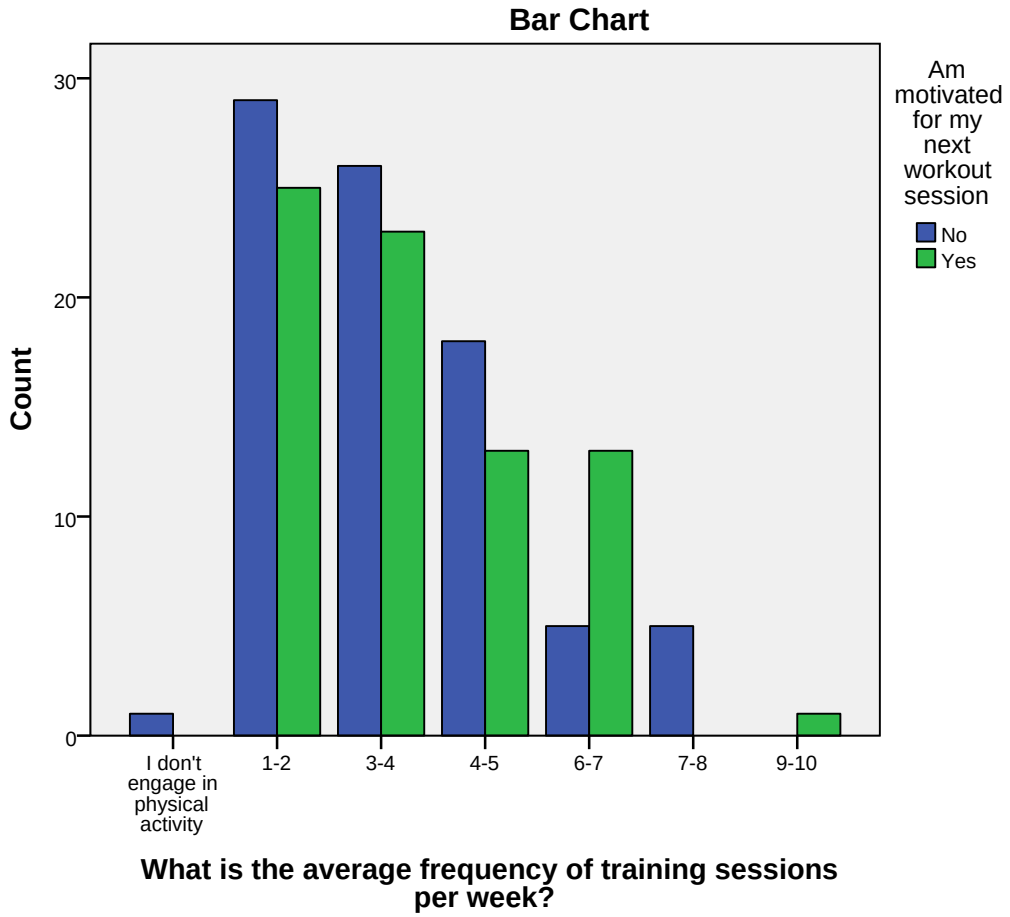
Crosstab

			Total
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am motivated for my next workout session	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.369[a]	6	.078
Likelihood Ratio	14.168	6	.028
Linear-by-Linear Association	.273	1	.601
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .47.




```
CROSSTABS
  /TABLES=QualaduraçãomédiadecadasessãodetreinoEmmédiaquantassessõesdetrei
norealizaporsemanaBY
    TranspirardeimediatoEstarmuitotranspiradoa
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN
  /COUNT ROUND CELL
  /BARCHART
  /METHOD=EXACT TIMER(5).
```

Crosstabs

Notes

Output Created		01-JUL-2016 23:01:03
Comments		
Input	Data	D:\jenni\Dropbox\MCMM - Jennifer Santos\Thesis - In Progress\Online Research Survey\Official\OnlineResearchSurvey-v3-final.sav
	Active Dataset	DataSet1
	Filter	Praticaatividadefísica=1 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	159
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=Qualaduraçãomédiadecadasessãodetreino Emmédiaquantassessõesdetreinorealizaporsemana BY Transpirardeimediato Estarmuitotranspiradoa /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL /BARCHART /METHOD=EXACT TIMER(5).
Resources	Processor Time	00:00:00.59
	Elapsed Time	00:00:00.64
	Dimensions Requested	2
	Cells Available	524245
	Time for Exact Statistics	0:00:00.11

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is the average length of a training session? * Sweat right away	159	100.0%	0	0.0%	159	100.0%
What is the average length of a training session? * Am very sweaty	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Sweat right away	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Am very sweaty	159	100.0%	0	0.0%	159	100.0%

What is the average length of a training session? * Sweat right away

Crosstab

			Sweat ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	0.7%
	Less than 30 min	Count	4
		% within What is the average length of a training session?	80.0%
		% within Sweat right away	2.9%
	30 min - 1h	Count	42
		% within What is the average length of a training session?	95.5%
		% within Sweat right away	30.7%
	1h - 1h30	Count	49
		% within What is the average length of a training session?	80.3%
		% within Sweat right away	35.8%
	1h30 - 2h	Count	26
		% within What is the average length of a training session?	81.3%
		% within Sweat right away	19.0%

Crosstab

			Sweat right ..
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Sweat right away	0.0%
	Less than 30 min	Count	1
		% within What is the average length of a training session?	20.0%
		% within Sweat right away	4.5%
	30 min - 1h	Count	2
		% within What is the average length of a training session?	4.5%
		% within Sweat right away	9.1%
	1h - 1h30	Count	12
		% within What is the average length of a training session?	19.7%
		% within Sweat right away	54.5%
	1h30 - 2h	Count	6
		% within What is the average length of a training session?	18.8%
		% within Sweat right away	27.3%

Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	20.1%

Crosstab

			Sweat ...
			No
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	7.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	1.5%
	3h - 3h30	Count	3
		% within What is the average length of a training session?	75.0%
		% within Sweat right away	2.2%
Total		Count	137
		% within What is the average length of a training session?	86.2%
		% within Sweat right away	100.0%

Crosstab

			Sweat right ..
			Yes
	2h - 2h30	Count	0
		% within What is the average length of a training session?	0.0%
		% within Sweat right away	0.0%
	2h30 - 3h	Count	0
		% within What is the average length of a training session?	0.0%
		% within Sweat right away	0.0%
	3h - 3h30	Count	1
		% within What is the average length of a training session?	25.0%
		% within Sweat right away	4.5%
Total		Count	22
		% within What is the average length of a training session?	13.8%
		% within Sweat right away	100.0%

Crosstab

			Total
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	1.3%
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Sweat right away	100.0%

Chi-Square Tests

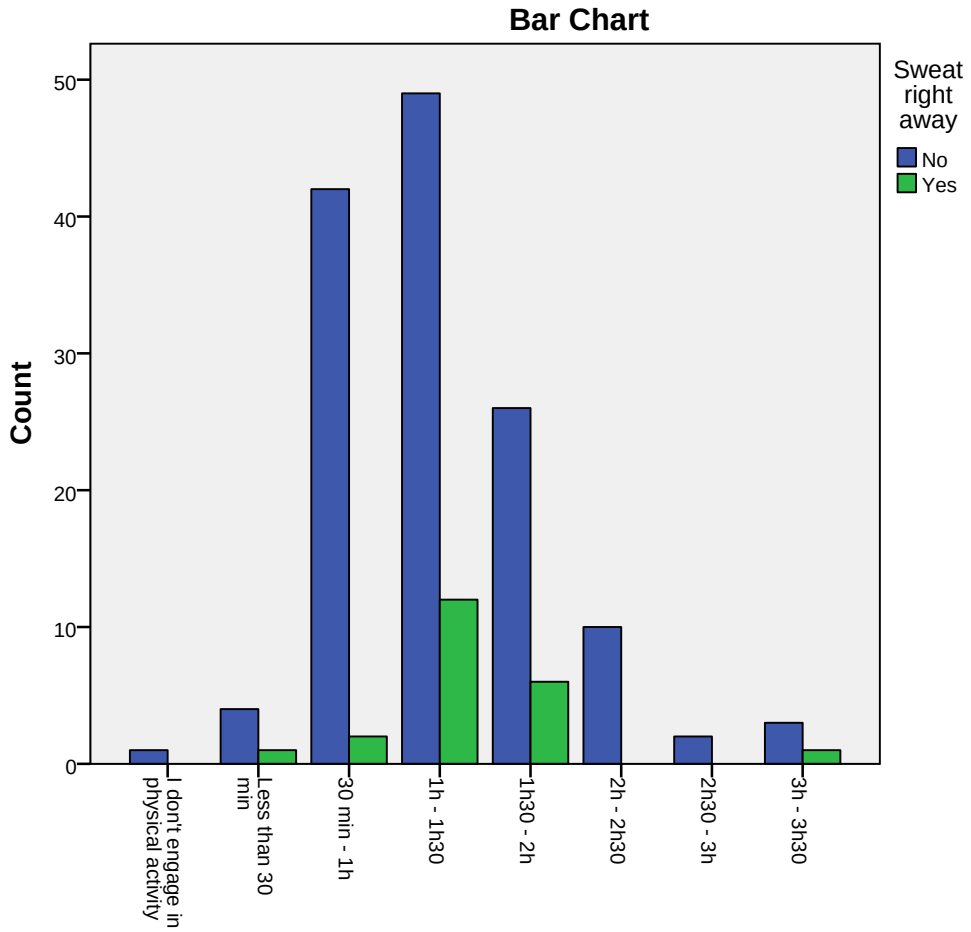
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.241[a]	7	.312	.314	
Likelihood Ratio	10.681	7	.153	.149	
Fisher's Exact Test	9.280			.179	
Linear-by-Linear Association	.493[b]	1	.483	.501	.268
N of Valid Cases	159				

Chi-Square Tests

	Point Probability
Pearson Chi-Square	
Likelihood Ratio	
Fisher's Exact Test	
Linear-by-Linear Association	.057
N of Valid Cases	

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .14.

b. The standardized statistic is .702.



What is the average length of a training session? * Am very sweaty

Crosstab

			Am very ...
			No
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	1.0%
	Less than 30 min	Count	4
		% within What is the average length of a training session?	80.0%
		% within Am very sweaty	4.0%
	30 min - 1h	Count	30
		% within What is the average length of a training session?	68.2%
		% within Am very sweaty	29.7%
	1h - 1h30	Count	41
		% within What is the average length of a training session?	67.2%
		% within Am very sweaty	40.6%
	1h30 - 2h	Count	17
		% within What is the average length of a training session?	53.1%
		% within Am very sweaty	16.8%
	2h - 2h30	Count	5
		% within What is the average length of a training session?	50.0%
		% within Am very sweaty	5.0%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	2.0%
	3h - 3h30	Count	1
		% within What is the average length of a training session?	25.0%
		% within Am very sweaty	1.0%
Total		Count	101
		% within What is the average length of a training session?	63.5%
		% within Am very sweaty	100.0%

Crosstab

			Am very ...
			Yes
What is the average length of a training session?	I don't engage in physical activity	Count	0
		% within What is the average length of a training session?	0.0%
		% within Am very sweaty	0.0%
	Less than 30 min	Count	1
		% within What is the average length of a training session?	20.0%
		% within Am very sweaty	1.7%
	30 min - 1h	Count	14
		% within What is the average length of a training session?	31.8%
		% within Am very sweaty	24.1%
	1h - 1h30	Count	20
		% within What is the average length of a training session?	32.8%
		% within Am very sweaty	34.5%
	1h30 - 2h	Count	15
		% within What is the average length of a training session?	46.9%
		% within Am very sweaty	25.9%
	2h - 2h30	Count	5
		% within What is the average length of a training session?	50.0%
		% within Am very sweaty	8.6%
	2h30 - 3h	Count	0
		% within What is the average length of a training session?	0.0%
		% within Am very sweaty	0.0%
	3h - 3h30	Count	3
		% within What is the average length of a training session?	75.0%
		% within Am very sweaty	5.2%
Total		Count	58
		% within What is the average length of a training session?	36.5%
		% within Am very sweaty	100.0%

Crosstab

			Total
What is the average length of a training session?	I don't engage in physical activity	Count	1
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	0.6%
	Less than 30 min	Count	5
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	3.1%
	30 min - 1h	Count	44
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	27.7%
	1h - 1h30	Count	61
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	38.4%
	1h30 - 2h	Count	32
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	20.1%
	2h - 2h30	Count	10
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	6.3%
	2h30 - 3h	Count	2
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	1.3%
	3h - 3h30	Count	4
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	2.5%
Total		Count	159
		% within What is the average length of a training session?	100.0%
		% within Am very sweaty	100.0%

Chi-Square Tests

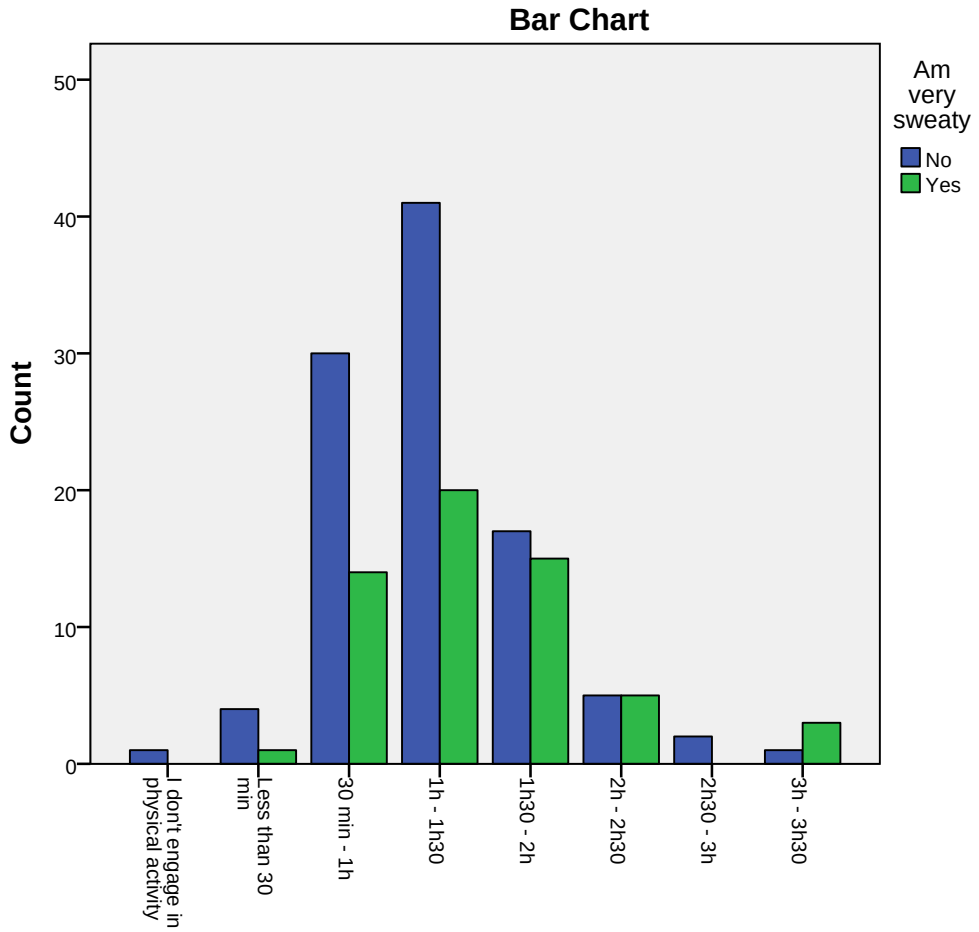
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.923[a]	7	.339	.338	
Likelihood Ratio	8.816	7	.266	.375	
Fisher's Exact Test	7.253			.374	
Linear-by-Linear Association	4.171[b]	1	.041	.045	.025
N of Valid Cases	159				

Chi-Square Tests

	Point Probability
Pearson Chi-Square	
Likelihood Ratio	
Fisher's Exact Test	
Linear-by-Linear Association	.007
N of Valid Cases	

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .36.

b. The standardized statistic is 2.042.



What is the average frequency of training sessions per week? * Swe at right away

Crosstab

			Sweat ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	0.7%
	1-2	Count	51
		% within What is the average frequency of training sessions per week?	94.4%
		% within Sweat right away	37.2%
	3-4	Count	44
		% within What is the average frequency of training sessions per week?	89.8%
		% within Sweat right away	32.1%
	4-5	Count	20
		% within What is the average frequency of training sessions per week?	64.5%
		% within Sweat right away	14.6%
	6-7	Count	15
		% within What is the average frequency of training sessions per week?	83.3%
		% within Sweat right away	10.9%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	3.6%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	0.7%
Total		Count	137
		% within What is the average frequency of training sessions per week?	86.2%
		% within Sweat right away	100.0%

Crosstab

			Sweat right ..
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Sweat right away	0.0%
	1-2	Count	3
		% within What is the average frequency of training sessions per week?	5.6%
		% within Sweat right away	13.6%
	3-4	Count	5
		% within What is the average frequency of training sessions per week?	10.2%
		% within Sweat right away	22.7%
	4-5	Count	11
		% within What is the average frequency of training sessions per week?	35.5%
		% within Sweat right away	50.0%
	6-7	Count	3
		% within What is the average frequency of training sessions per week?	16.7%
		% within Sweat right away	13.6%
	7-8	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Sweat right away	0.0%
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Sweat right away	0.0%
Total		Count	22
		% within What is the average frequency of training sessions per week?	13.8%
		% within Sweat right away	100.0%

Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	3.1%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Sweat right away	100.0%

Chi-Square Tests

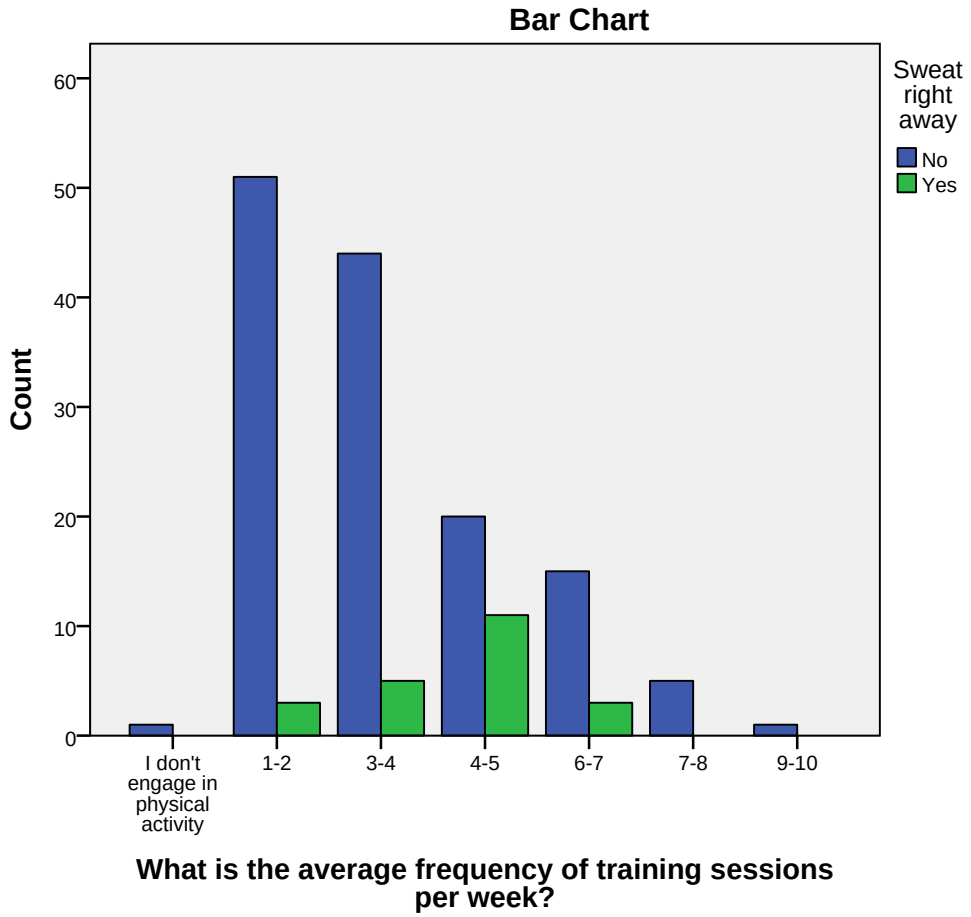
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	17.078[a]	6	.009	.015	
Likelihood Ratio	15.819	6	.015	.012	
Fisher's Exact Test	14.954			.012	
Linear-by-Linear Association	3.737[b]	1	.053	.061	.037
N of Valid Cases	159				

Chi-Square Tests

	Point Probability
Pearson Chi-Square	
Likelihood Ratio	
Fisher's Exact Test	
Linear-by-Linear Association	.013
N of Valid Cases	

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .14.

b. The standardized statistic is 1.933.



What is the average frequency of training sessions per week? * Am very sweaty

Crosstab

			Am very ...
			No
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	1.0%
	1-2	Count	40
		% within What is the average frequency of training sessions per week?	74.1%
		% within Am very sweaty	39.6%
	3-4	Count	31
		% within What is the average frequency of training sessions per week?	63.3%
		% within Am very sweaty	30.7%
	4-5	Count	11
		% within What is the average frequency of training sessions per week?	35.5%
		% within Am very sweaty	10.9%
	6-7	Count	12
		% within What is the average frequency of training sessions per week?	66.7%
		% within Am very sweaty	11.9%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	5.0%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	1.0%
Total		Count	101
		% within What is the average frequency of training sessions per week?	63.5%
		% within Am very sweaty	100.0%

Crosstab

			Am very ...
			Yes
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Am very sweaty	0.0%
	1-2	Count	14
		% within What is the average frequency of training sessions per week?	25.9%
		% within Am very sweaty	24.1%
	3-4	Count	18
		% within What is the average frequency of training sessions per week?	36.7%
		% within Am very sweaty	31.0%
	4-5	Count	20
		% within What is the average frequency of training sessions per week?	64.5%
		% within Am very sweaty	34.5%
	6-7	Count	6
		% within What is the average frequency of training sessions per week?	33.3%
		% within Am very sweaty	10.3%
	7-8	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Am very sweaty	0.0%
	9-10	Count	0
		% within What is the average frequency of training sessions per week?	0.0%
		% within Am very sweaty	0.0%
Total		Count	58
		% within What is the average frequency of training sessions per week?	36.5%
		% within Am very sweaty	100.0%

Crosstab

			Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	0.6%
	1-2	Count	54
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	34.0%
	3-4	Count	49
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	30.8%
	4-5	Count	31
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	19.5%
	6-7	Count	18
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	11.3%
	7-8	Count	5
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	3.1%
	9-10	Count	1
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	0.6%
Total		Count	159
		% within What is the average frequency of training sessions per week?	100.0%
		% within Am very sweaty	100.0%

Chi-Square Tests

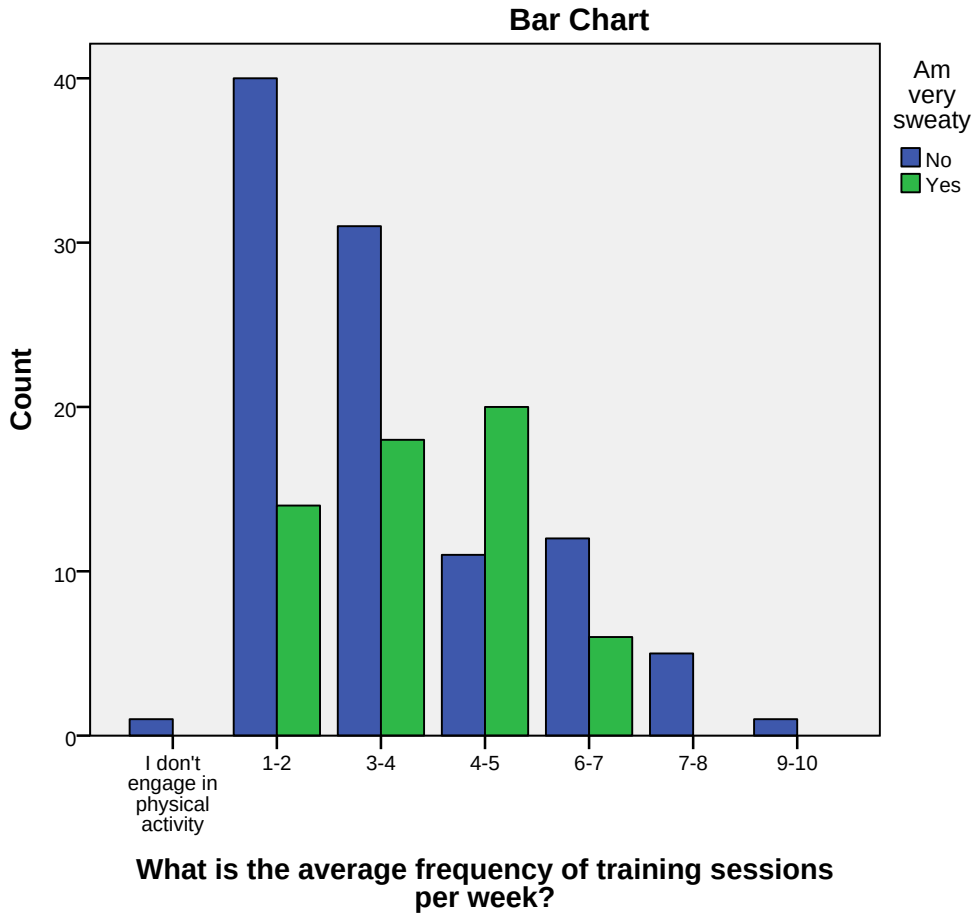
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	17.210[a]	6	.009	.004	
Likelihood Ratio	19.163	6	.004	.003	
Fisher's Exact Test	16.259			.005	
Linear-by-Linear Association	.987[b]	1	.320	.326	.178
N of Valid Cases	159				

Chi-Square Tests

	Point Probability
Pearson Chi-Square	
Likelihood Ratio	
Fisher's Exact Test	
Linear-by-Linear Association	.034
N of Valid Cases	

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .36.

b. The standardized statistic is .994.


Bar Chart
Count
40
30
20
10
0
I don't engage in physical activity
1-2
3-4
4-5
6-7
7-8
9-10
What is the average frequency of training sessions per week?
Am very sweaty
No
Yes

```
CROSSTABS
  /TABLES=Emmédiaquantassessõesdetreinorealizaporsemana BY Consideraseumape
ssoaatléticaousedentária
    Transpirardeimediato Sentirmeofegante Sentirmeenergéticoa Sentirmemotiv
adoa Sentirmeexaustoa
    Estarmuitotranspiradoa Sentirmeconfiante Sentirmecheioadeenergia
    Estarmotivadoaparaapróximasessãodetreino Voucomosmeusamigos
    Vejopartilhasnasredessociaisassociadasaestilosdevidasaudáveis Tenhoumap
rogramaçãodetreino
    Vejovídeosinspiracionaisdefitness Marcoasessãocomuma PT Assistoapublicid
adesdesportivas
    Tenhosensaçãodeculpaoudedever Tenhoequipamentomaterialnovo Classifiqueo
corpomasculinoseguinte
    Classifiqueocorpofemininoseguinte
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ CORR
  /CELLS=COUNT
  /COUNT ROUND CELL
  /BARCHART.
```

Crosstabs

Notes

Output Created		02-JUL-2016 17:41:55
Comments		
Input	Data	D:\jenni\Dropbox\MCMM - Jennifer Santos\Thesis - In Progress\Online Research Survey\Official\OnlineResearchSurvey-v3-final.sav
	Active Dataset	DataSet3
	Filter	Praticaatividadefísica=1 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	159
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Notes

Syntax		CROSSTABS /TABLES=Emmédiaquantassessõesdetreinorealizaporsemana BY Consideraseumapessoaatléticaousedentária Transpirardeimediato Sentirmeofegante Sentirmeenergéticoa Sentirmemotivadoa Sentirmeexaustoa Estarmuitotranspiradoa Sentirmeconfiante Sentirmecheioadeenergia Estarmotivadoaparaapróximasessãodetreino Voucomosmeusamigos Vejopartilhasnasredessociaisassociadasaestilosdevidasaudáveis Tenhoumaprogramaçãodetreino Vejovídeosinspiracionaisdefitness MarcoasessãocomumaPT Assistoapublicidadesdesportivas Tenhosensaçãodeculpaoudedever Tenhoequipamentomaterialnovo Classifiqueocorpomasculinoseguinte Classifiqueocorpofemininoseguinte /FORMAT=AVALUE TABLES /STATISTICS=CHISQ CORR /CELLS=COUNT /COUNT ROUND CELL /BARCHART.
Resources	Processor Time	00:00:06.27
	Elapsed Time	00:00:03.14
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is the average frequency of training sessions per week? * Do you consider yourself an athletic or sedentary person?	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Sweat right away	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel shortness of breath	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel energetic	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel motivated	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel exhausted	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Am very sweaty	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel confident	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel full of energy	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Am motivated for my next workout session	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Go with friends	159	100.0%	0	0.0%	159	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is the average frequency of training sessions per week? * See social media shares associated with healthy lifestyles	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Have a training program	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Watch inspirational fitness videos	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Schedule a session with a PT	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Watch sports advertising	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Feel guilt or obligation	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Have new sports apparel or gear	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Classify the following male body according to the apparent level of physical condition	159	100.0%	0	0.0%	159	100.0%
What is the average frequency of training sessions per week? * Classify the following female body according to the apparent level of physical condition	159	100.0%	0	0.0%	159	100.0%

What is the average frequency of training sessions per week? * Do you consider yourself an athletic or sedentary person?

Crosstab

Count

		Do you consider yourself an athletic or sedentary person?		
		Sedentary	Athletic	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	25	29	54
	3-4	9	40	49
	4-5	1	30	31
	6-7	1	17	18
	7-8	1	4	5
	9-10	0	1	1
Total		38	121	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.873[a]	6	.000
Likelihood Ratio	32.009	6	.000
Linear-by-Linear Association	20.041	1	.000
N of Valid Cases	159		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .24.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.356	.066	4.776
Ordinal by Ordinal	Spearman Correlation	.397	.067	5.415
N of Valid Cases		159		

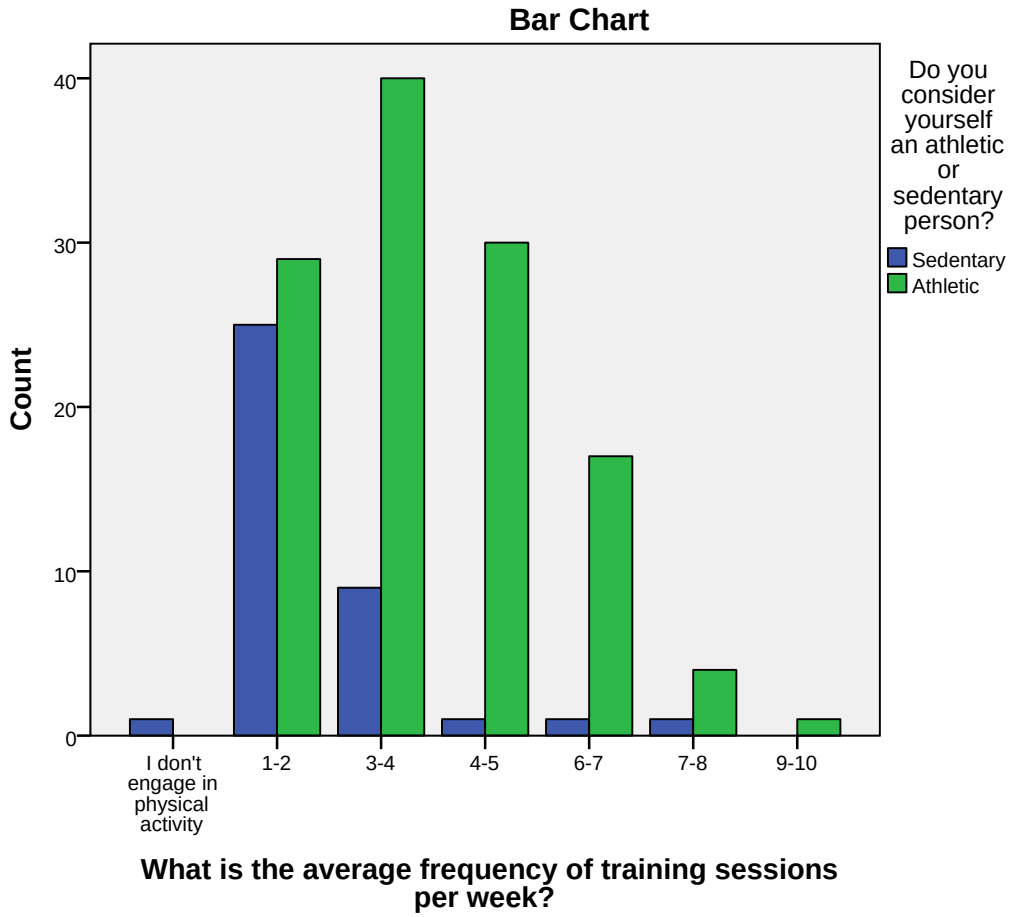
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.000[c]
Ordinal by Ordinal	Spearman Correlation	.000[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Swe at right away

Crosstab

Count

		Sweat right away		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	51	3	54
	3-4	44	5	49
	4-5	20	11	31
	6-7	15	3	18
	7-8	5	0	5
	9-10	1	0	1
Total		137	22	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.078[a]	6	.009
Likelihood Ratio	15.819	6	.015
Linear-by-Linear Association	3.737	1	.053
N of Valid Cases	159		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .14.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.154	.067	1.950
Ordinal by Ordinal	Spearman Correlation	.198	.069	2.530
N of Valid Cases		159		

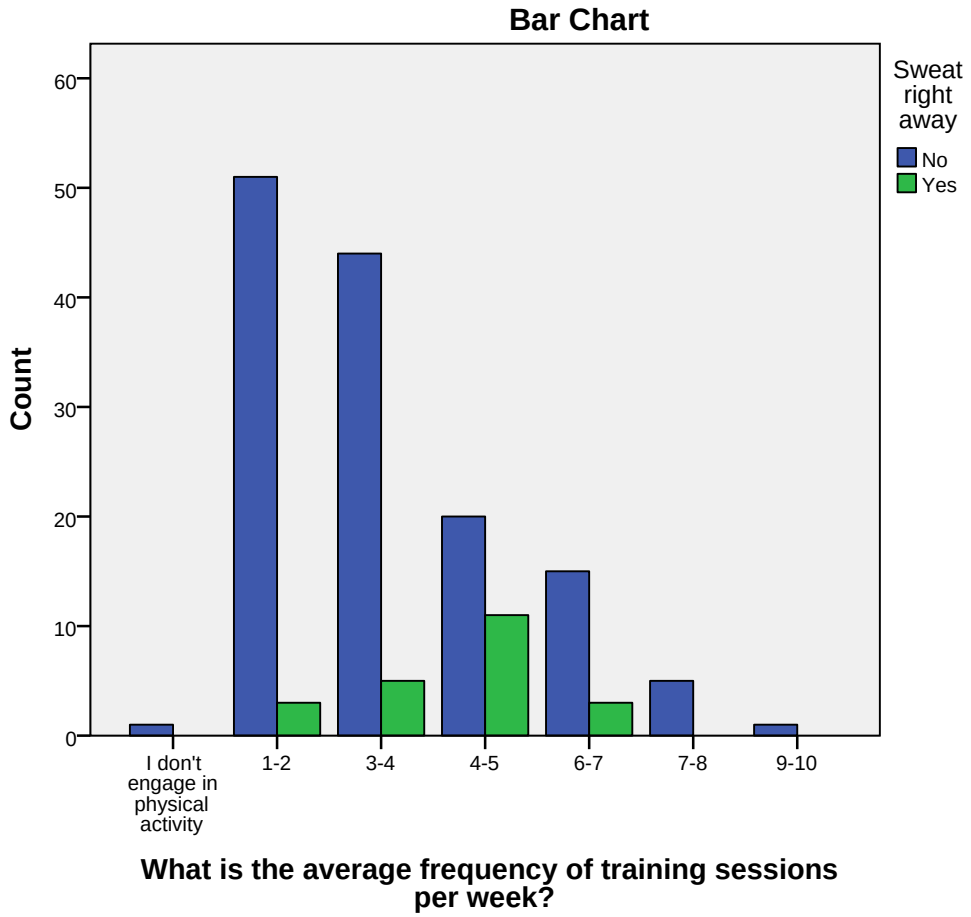
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.053[c]
Ordinal by Ordinal	Spearman Correlation	.012[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Feel shortness of breath

Crosstab

Count

		Feel shortness of breath		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	45	9	54
	3-4	46	3	49
	4-5	26	5	31
	6-7	17	1	18
	7-8	4	1	5
	9-10	1	0	1
Total		140	19	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.517[a]	6	.607
Likelihood Ratio	5.011	6	.542
Linear-by-Linear Association	.292	1	.589
N of Valid Cases	159		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	-.043	.081	-.539
Ordinal by Ordinal	Spearman Correlation	-.054	.083	-.679
N of Valid Cases		159		

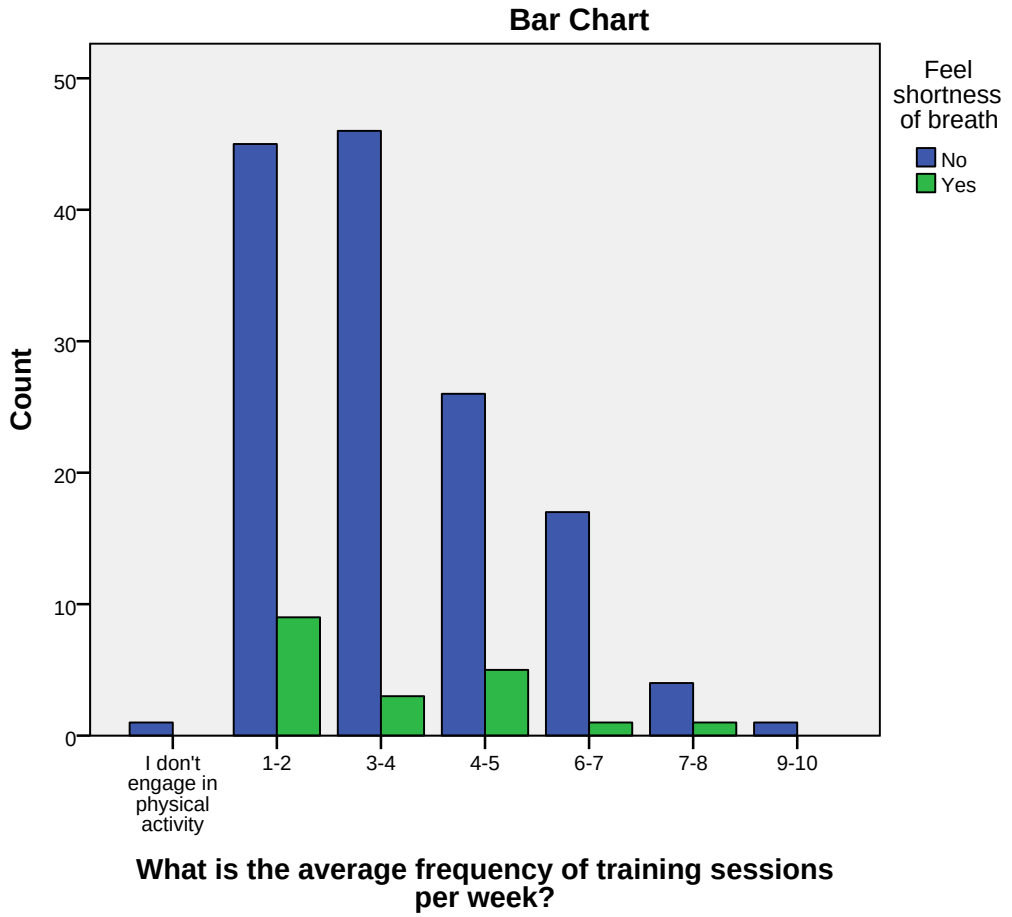
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.591[c]
Ordinal by Ordinal	Spearman Correlation	.498[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Feel energetic

Crosstab

Count

		Feel energetic		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	26	28	54
	3-4	32	17	49
	4-5	19	12	31
	6-7	9	9	18
	7-8	3	2	5
	9-10	0	1	1
Total		90	69	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.774[a]	6	.449
Likelihood Ratio	6.527	6	.367
Linear-by-Linear Association	.019	1	.889
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .43.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	-.011	.081	-.139
Ordinal by Ordinal	Spearman Correlation	-.043	.081	-.543
N of Valid Cases		159		

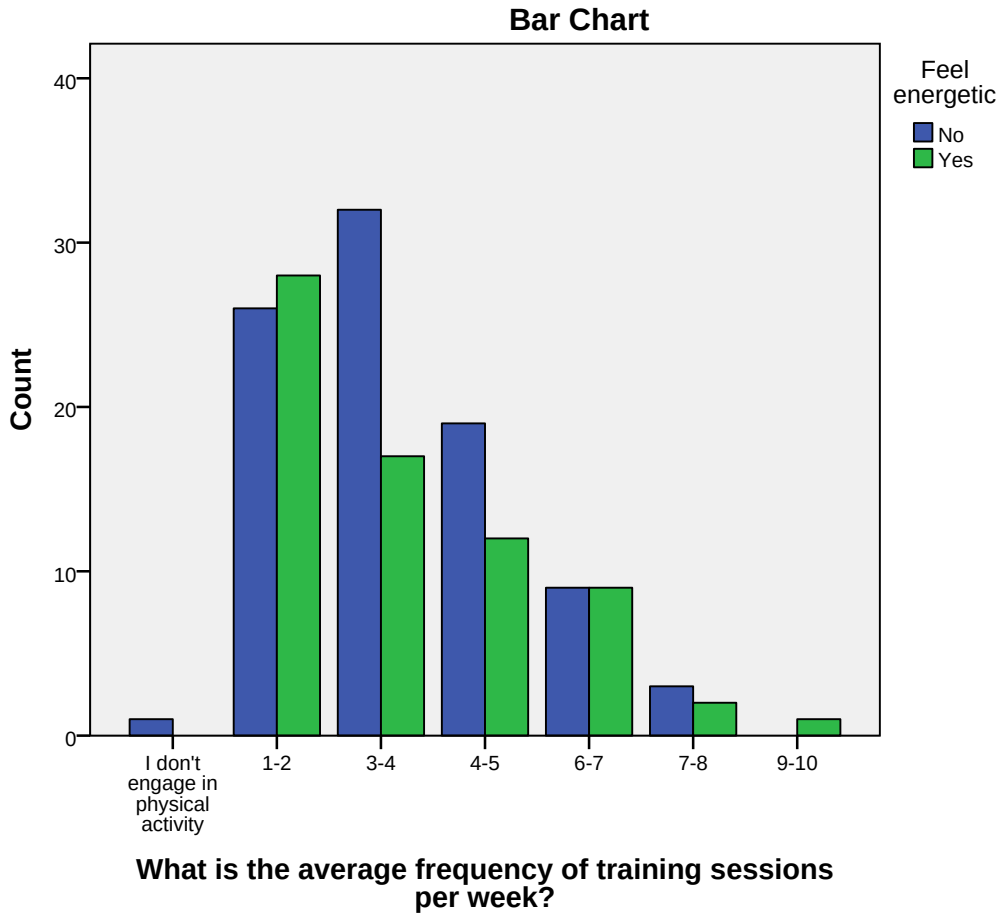
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.890[c]
Ordinal by Ordinal	Spearman Correlation	.588[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Feel motivated

Crosstab

Count

		Feel motivated		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	19	35	54
	3-4	13	36	49
	4-5	12	19	31
	6-7	6	12	18
	7-8	3	2	5
	9-10	0	1	1
Total		54	105	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.528[a]	6	.478
Likelihood Ratio	6.001	6	.423
Linear-by-Linear Association	.067	1	.795
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .34.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	-.021	.082	-.258
Ordinal by Ordinal	Spearman Correlation	-.011	.082	-.142
N of Valid Cases		159		

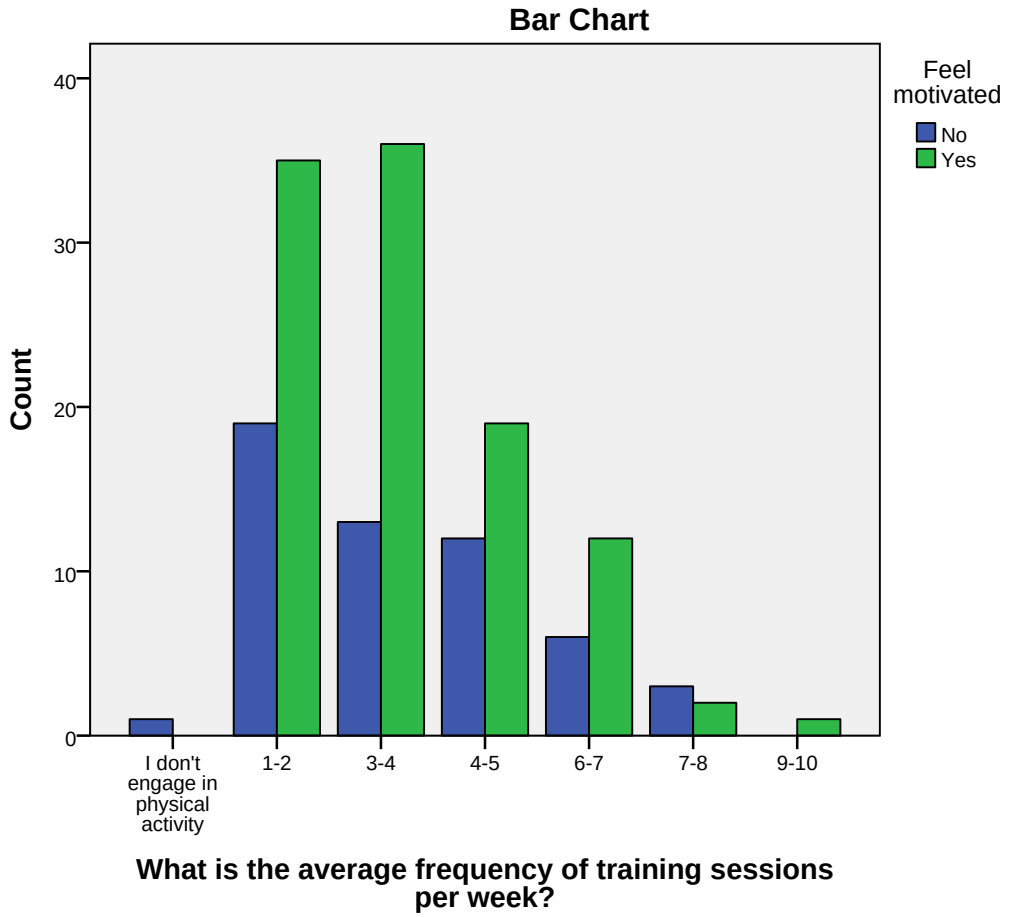
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.796[c]
Ordinal by Ordinal	Spearman Correlation	.888[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Feel exhausted

Crosstab

Count

		Feel exhausted		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	32	22	54
	3-4	36	13	49
	4-5	22	9	31
	6-7	8	10	18
	7-8	4	1	5
	9-10	1	0	1
Total		104	55	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.758[a]	6	.256
Likelihood Ratio	8.292	6	.217
Linear-by-Linear Association	.003	1	.957
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .35.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	-.004	.080	-.054
Ordinal by Ordinal	Spearman Correlation	-.016	.082	-.195
N of Valid Cases		159		

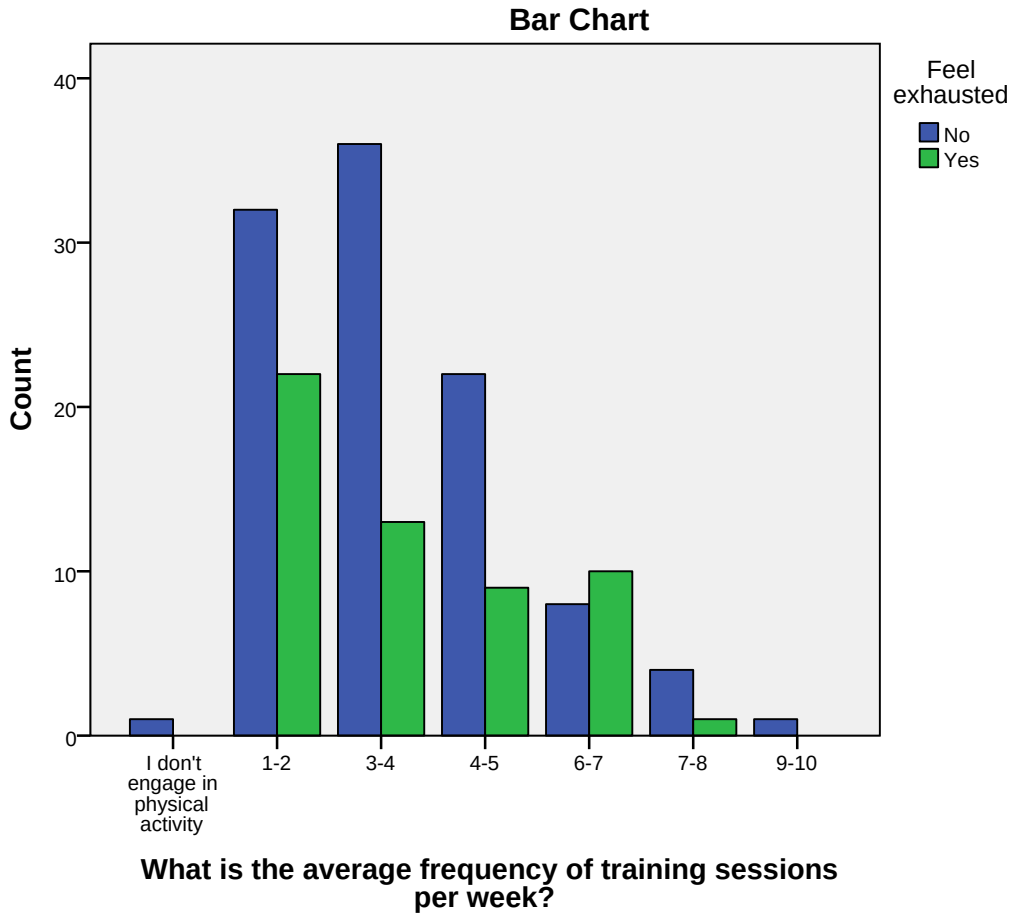
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.957[c]
Ordinal by Ordinal	Spearman Correlation	.845[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Am very sweaty

Crosstab

Count

		Am very sweaty		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	40	14	54
	3-4	31	18	49
	4-5	11	20	31
	6-7	12	6	18
	7-8	5	0	5
	9-10	1	0	1
Total		101	58	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.210[a]	6	.009
Likelihood Ratio	19.163	6	.004
Linear-by-Linear Association	.987	1	.320
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.079	.075	.993
Ordinal by Ordinal	Spearman Correlation	.138	.077	1.747
N of Valid Cases		159		

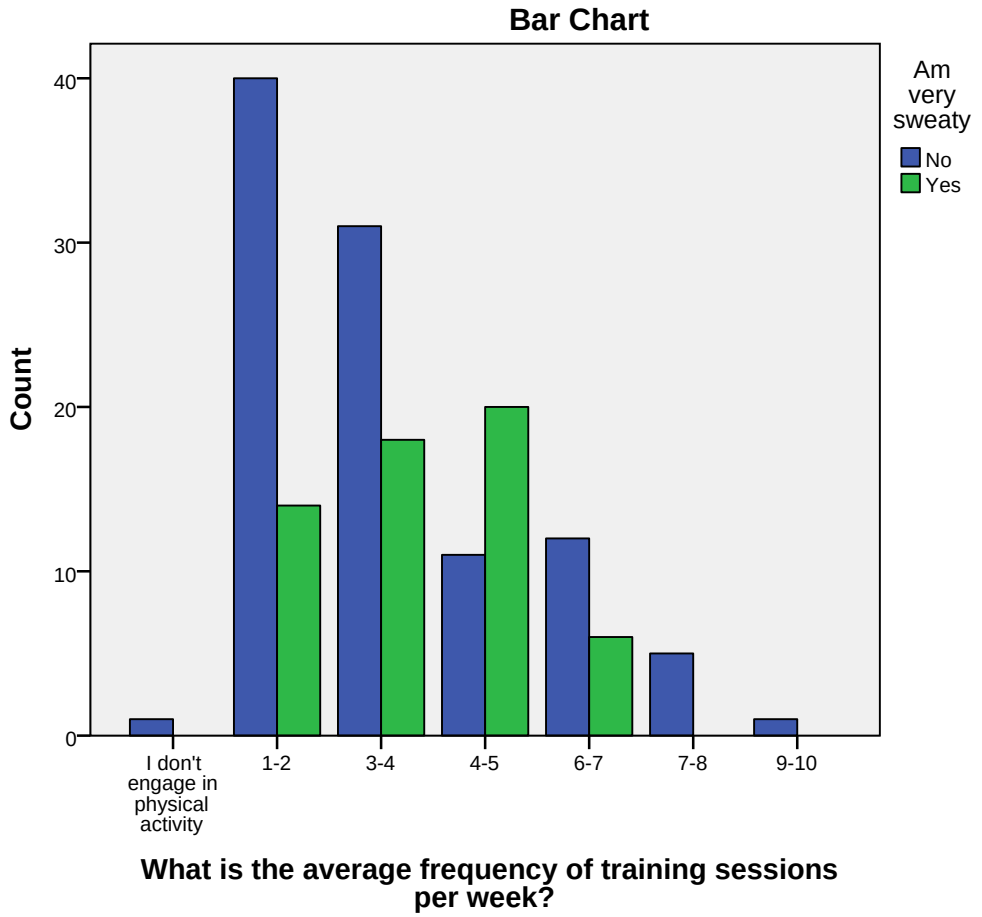
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.322[c]
Ordinal by Ordinal	Spearman Correlation	.083[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Feel confident

Crosstab

Count

		Feel confident		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	35	19	54
	3-4	31	18	49
	4-5	15	16	31
	6-7	9	9	18
	7-8	2	3	5
	9-10	1	0	1
Total		94	65	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.309[a]	6	.505
Likelihood Ratio	5.990	6	.424
Linear-by-Linear Association	2.618	1	.106
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .41.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.129	.079	1.626
Ordinal by Ordinal	Spearman Correlation	.136	.079	1.725
N of Valid Cases		159		

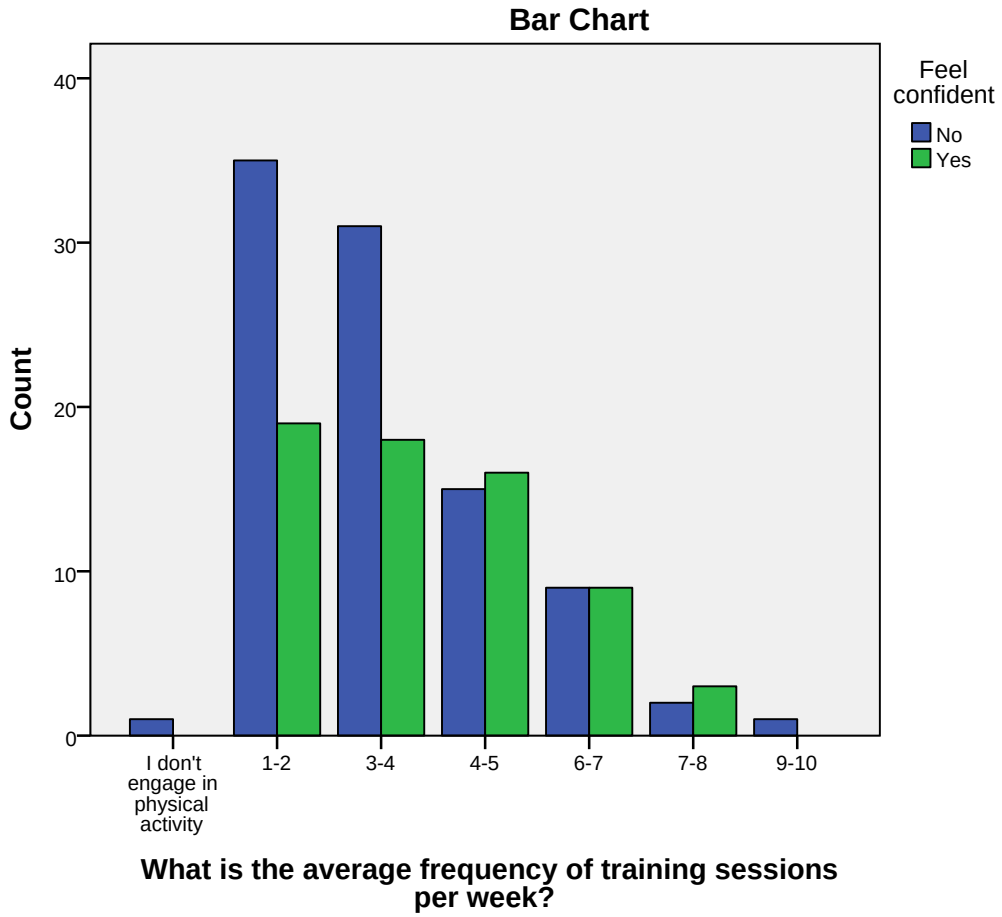
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.106[c]
Ordinal by Ordinal	Spearman Correlation	.087[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Feel full of energy

Crosstab

Count

		Feel full of energy		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	46	8	54
	3-4	36	13	49
	4-5	26	5	31
	6-7	14	4	18
	7-8	4	1	5
	9-10	1	0	1
Total		128	31	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.093[a]	6	.797
Likelihood Ratio	3.419	6	.755
Linear-by-Linear Association	.135	1	.713
N of Valid Cases	159		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .19.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.029	.075	.367
Ordinal by Ordinal	Spearman Correlation	.044	.075	.551
N of Valid Cases		159		

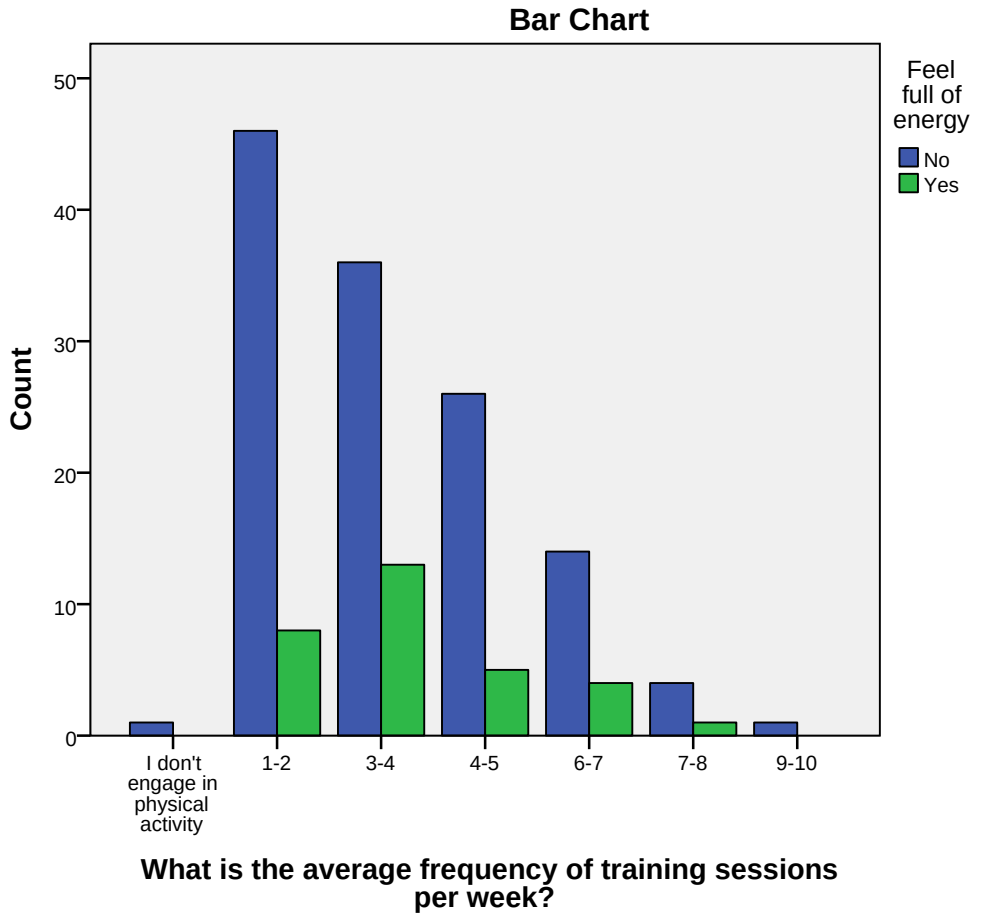
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.714[c]
Ordinal by Ordinal	Spearman Correlation	.582[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Am motivated for my next workout session

Crosstab

Count

		Am motivated for my next workout session		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	29	25	54
	3-4	26	23	49
	4-5	18	13	31
	6-7	5	13	18
	7-8	5	0	5
	9-10	0	1	1
Total		84	75	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.369[a]	6	.078
Likelihood Ratio	14.168	6	.028
Linear-by-Linear Association	.273	1	.601
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .47.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.042	.079	.521
Ordinal by Ordinal	Spearman Correlation	.043	.079	.538
N of Valid Cases		159		

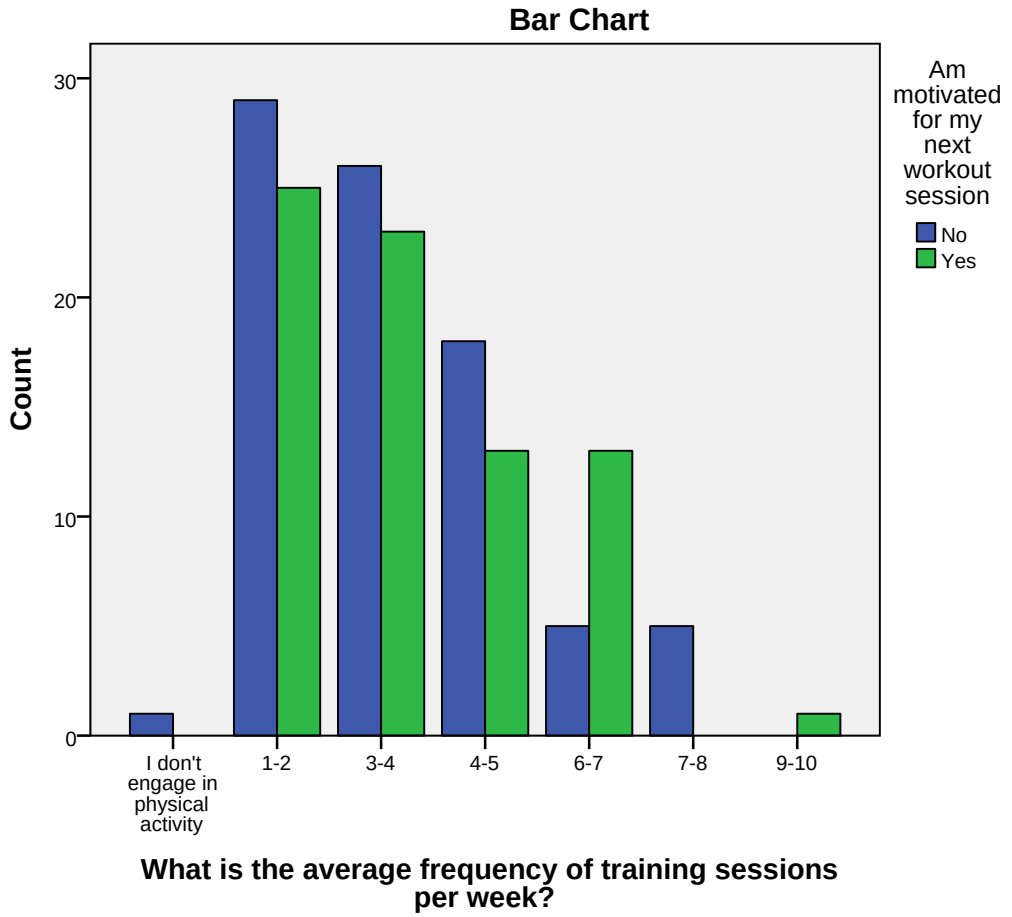
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.603[c]
Ordinal by Ordinal	Spearman Correlation	.592[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Go with friends

Crosstab

Count

		Go with friends		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	0	1	1
	1-2	20	34	54
	3-4	21	28	49
	4-5	12	19	31
	6-7	9	9	18
	7-8	4	1	5
	9-10	0	1	1
Total		66	93	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.586[a]	6	.471
Likelihood Ratio	6.362	6	.384
Linear-by-Linear Association	1.724	1	.189
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .42.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	-.104	.079	-1.316
Ordinal by Ordinal	Spearman Correlation	-.097	.079	-1.219
N of Valid Cases		159		

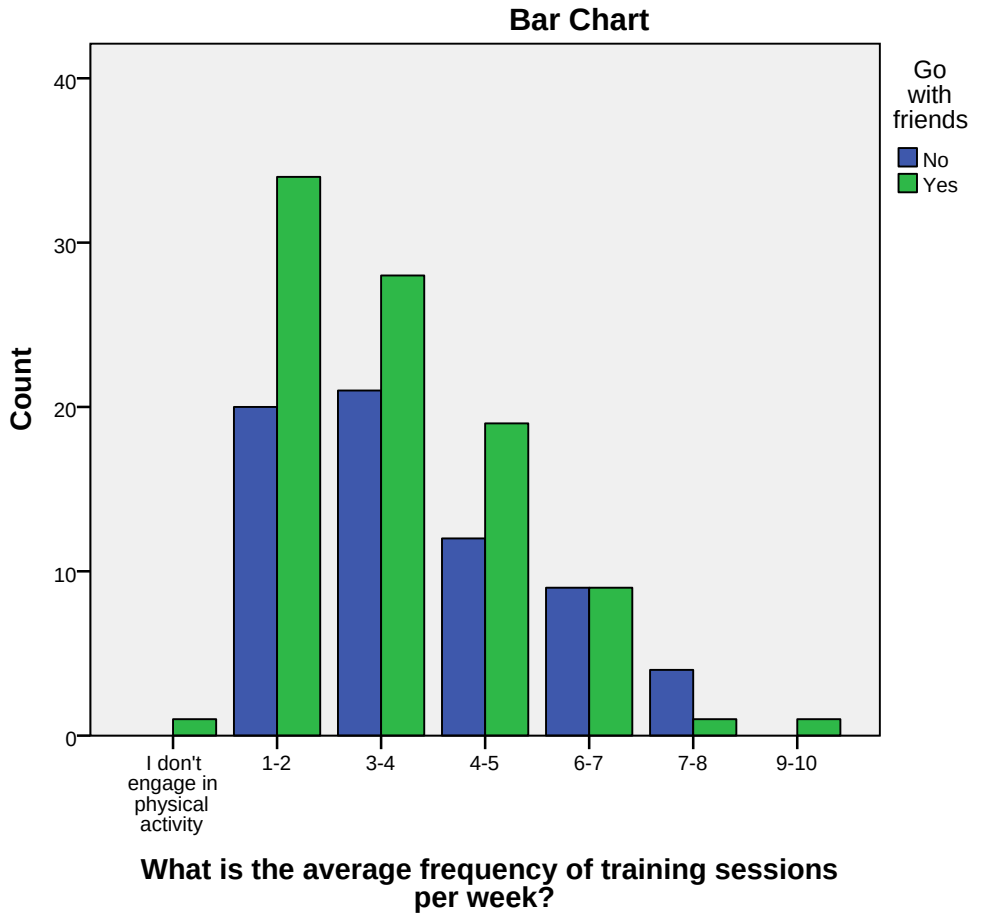
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.190[c]
Ordinal by Ordinal	Spearman Correlation	.225[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * See social media shares associated with healthy lifestyles

Crosstab

Count

		See social media shares associated with healthy lifestyles		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	48	6	54
	3-4	39	10	49
	4-5	28	3	31
	6-7	16	2	18
	7-8	5	0	5
	9-10	1	0	1
Total		138	21	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.895[a]	6	.691
Likelihood Ratio	4.587	6	.598
Linear-by-Linear Association	.352	1	.553
N of Valid Cases	159		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .13.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	-.047	.064	-.592
Ordinal by Ordinal	Spearman Correlation	-.025	.069	-.317
N of Valid Cases		159		

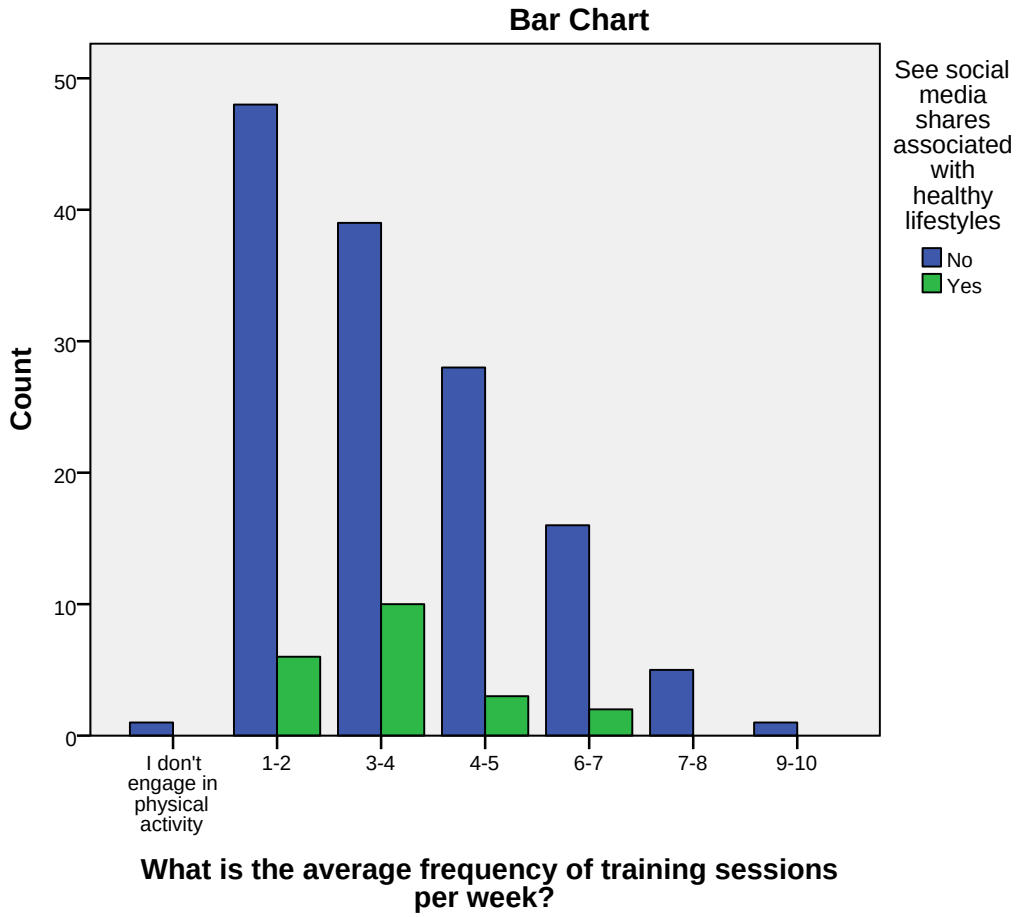
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.555[c]
Ordinal by Ordinal	Spearman Correlation	.752[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Have a training program

Crosstab

Count

		Have a training program		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	41	13	54
	3-4	34	15	49
	4-5	9	22	31
	6-7	4	14	18
	7-8	1	4	5
	9-10	0	1	1
Total		90	69	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.522[a]	6	.000
Likelihood Ratio	36.241	6	.000
Linear-by-Linear Association	29.891	1	.000
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .43.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.435	.066	6.052
Ordinal by Ordinal	Spearman Correlation	.431	.069	5.980
N of Valid Cases		159		

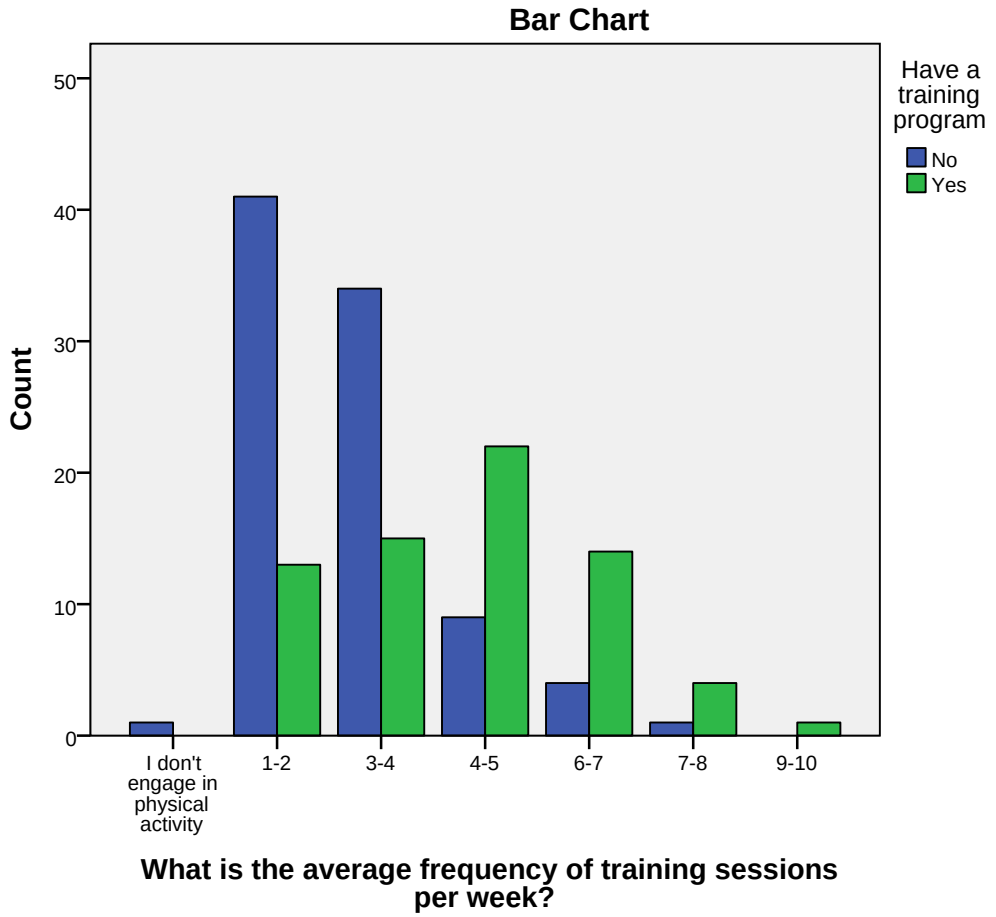
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.000[c]
Ordinal by Ordinal	Spearman Correlation	.000[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Watch inspirational fitness videos

Crosstab

Count

		Watch inspirational fitness videos		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	47	7	54
	3-4	42	7	49
	4-5	25	6	31
	6-7	11	7	18
	7-8	4	1	5
	9-10	0	1	1
Total		130	29	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.411[a]	6	.076
Likelihood Ratio	9.681	6	.139
Linear-by-Linear Association	6.501	1	.011
N of Valid Cases	159		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .18.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.203	.086	2.596
Ordinal by Ordinal	Spearman Correlation	.180	.082	2.287
N of Valid Cases		159		

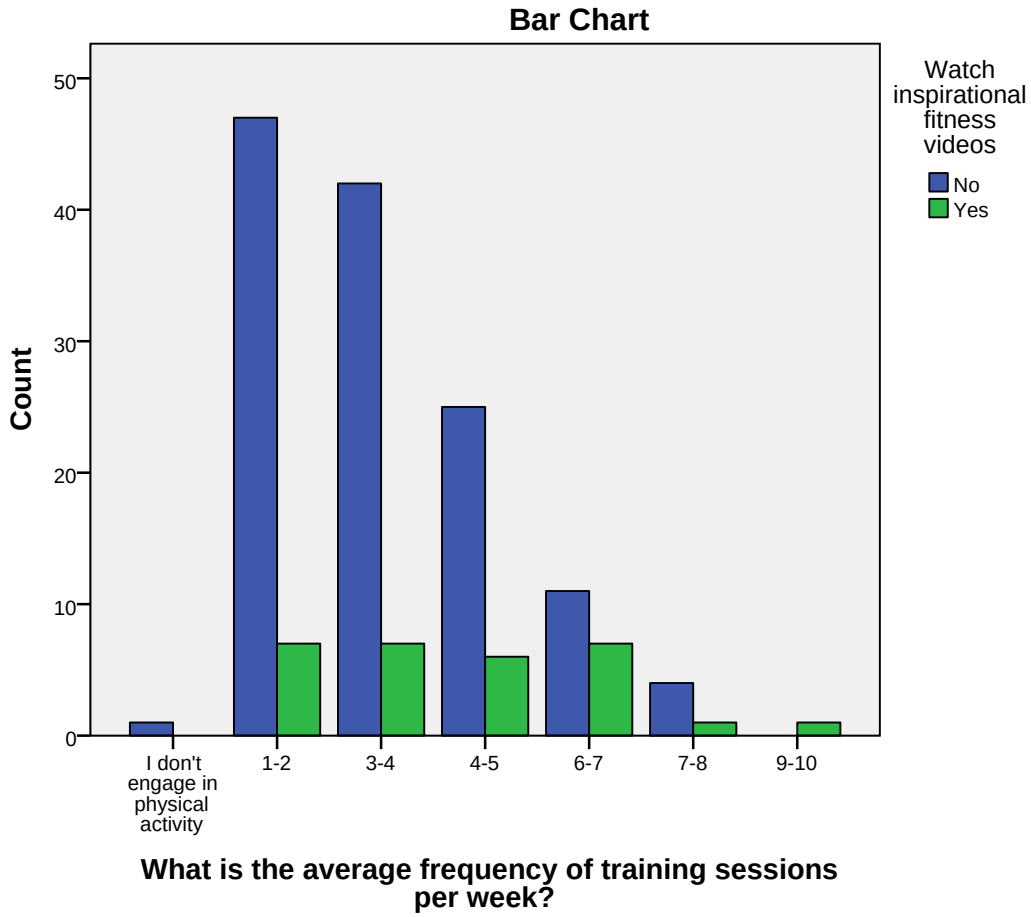
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.010[c]
Ordinal by Ordinal	Spearman Correlation	.024[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Schedule a session with a PT

Crosstab

Count

		Schedule a session with a PT		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	47	7	54
	3-4	48	1	49
	4-5	29	2	31
	6-7	18	0	18
	7-8	5	0	5
	9-10	1	0	1
Total		149	10	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.261[a]	6	.297
Likelihood Ratio	8.436	6	.208
Linear-by-Linear Association	3.696	1	.055
N of Valid Cases	159		

a. 10 cells (71.4%) have expected count less than 5. The minimum expected count is .06.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	-.153	.060	-1.939
Ordinal by Ordinal	Spearman Correlation	-.165	.072	-2.094
N of Valid Cases		159		

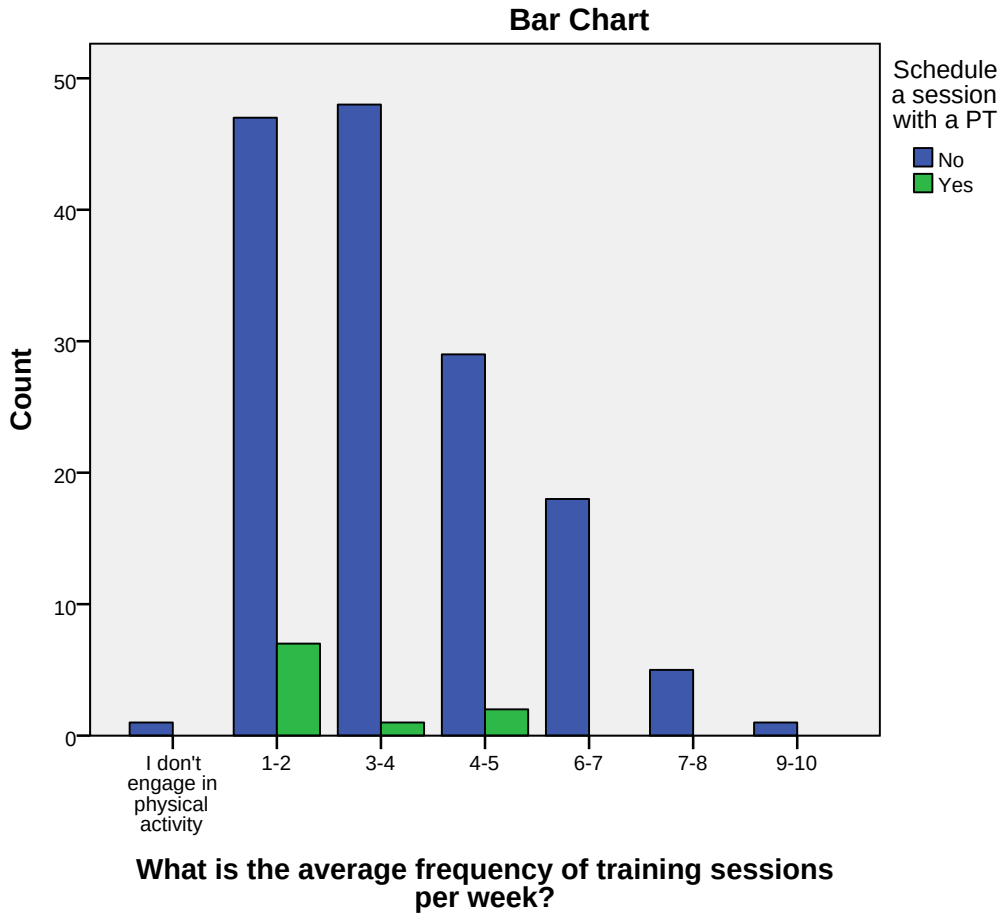
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.054[c]
Ordinal by Ordinal	Spearman Correlation	.038[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Watch sports advertising

Crosstab

Count

		Watch sports advertising		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	47	7	54
	3-4	48	1	49
	4-5	30	1	31
	6-7	18	0	18
	7-8	5	0	5
	9-10	1	0	1
Total		150	9	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.439[a]	6	.208
Likelihood Ratio	8.919	6	.178
Linear-by-Linear Association	5.097	1	.024
N of Valid Cases	159		

a. 10 cells (71.4%) have expected count less than 5. The minimum expected count is .06.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	-.180	.054	-2.288
Ordinal by Ordinal	Spearman Correlation	-.198	.064	-2.529
N of Valid Cases		159		

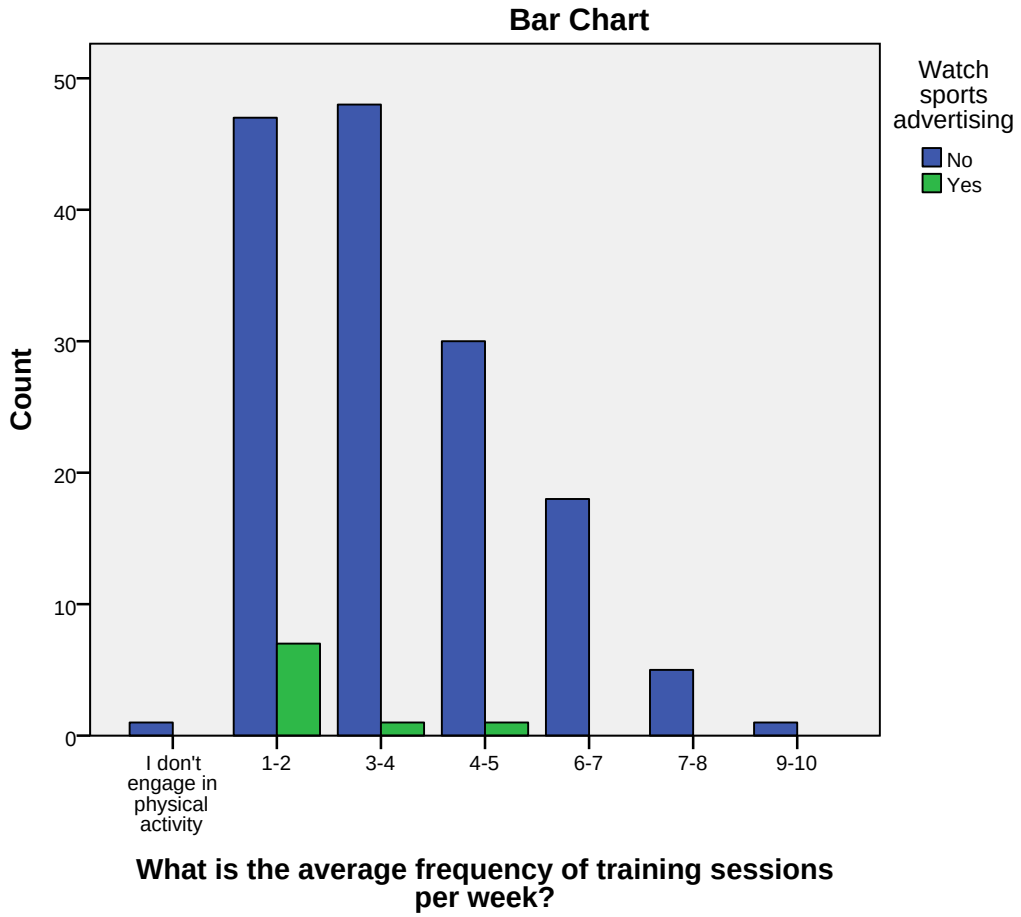
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.023[c]
Ordinal by Ordinal	Spearman Correlation	.012[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Feel guilt or obligation

Crosstab

Count

		Feel guilt or obligation		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	0	1	1
	1-2	42	12	54
	3-4	35	14	49
	4-5	26	5	31
	6-7	15	3	18
	7-8	4	1	5
	9-10	1	0	1
Total		123	36	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.836[a]	6	.442
Likelihood Ratio	5.646	6	.464
Linear-by-Linear Association	1.210	1	.271
N of Valid Cases	159		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .23.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	-.088	.075	-1.101
Ordinal by Ordinal	Spearman Correlation	-.078	.076	-.975
N of Valid Cases		159		

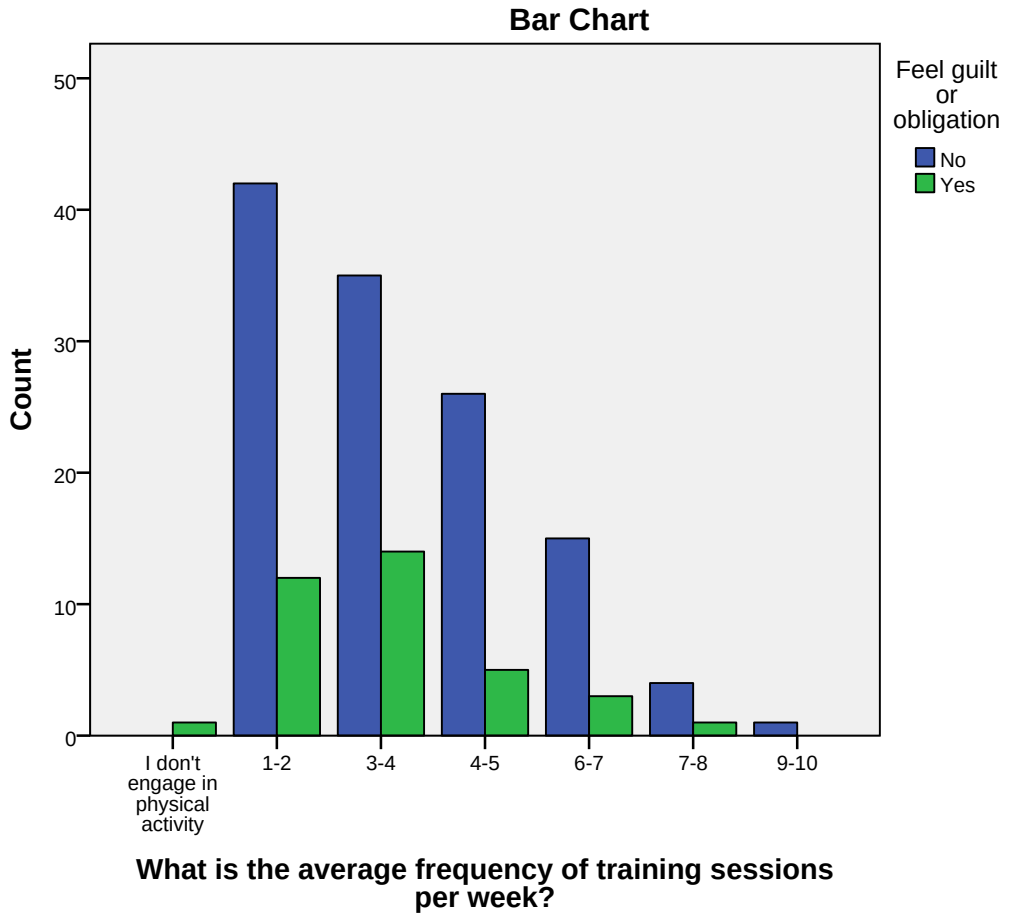
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.273[c]
Ordinal by Ordinal	Spearman Correlation	.331[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Have new sports apparel or gear

Crosstab

Count

		Have new sports apparel or gear		
		No	Yes	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	40	14	54
	3-4	36	13	49
	4-5	17	14	31
	6-7	13	5	18
	7-8	2	3	5
	9-10	1	0	1
Total		110	49	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.986[a]	6	.322
Likelihood Ratio	7.220	6	.301
Linear-by-Linear Association	2.050	1	.152
N of Valid Cases	159		

a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .31.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.114	.079	1.437
Ordinal by Ordinal	Spearman Correlation	.120	.079	1.519
N of Valid Cases		159		

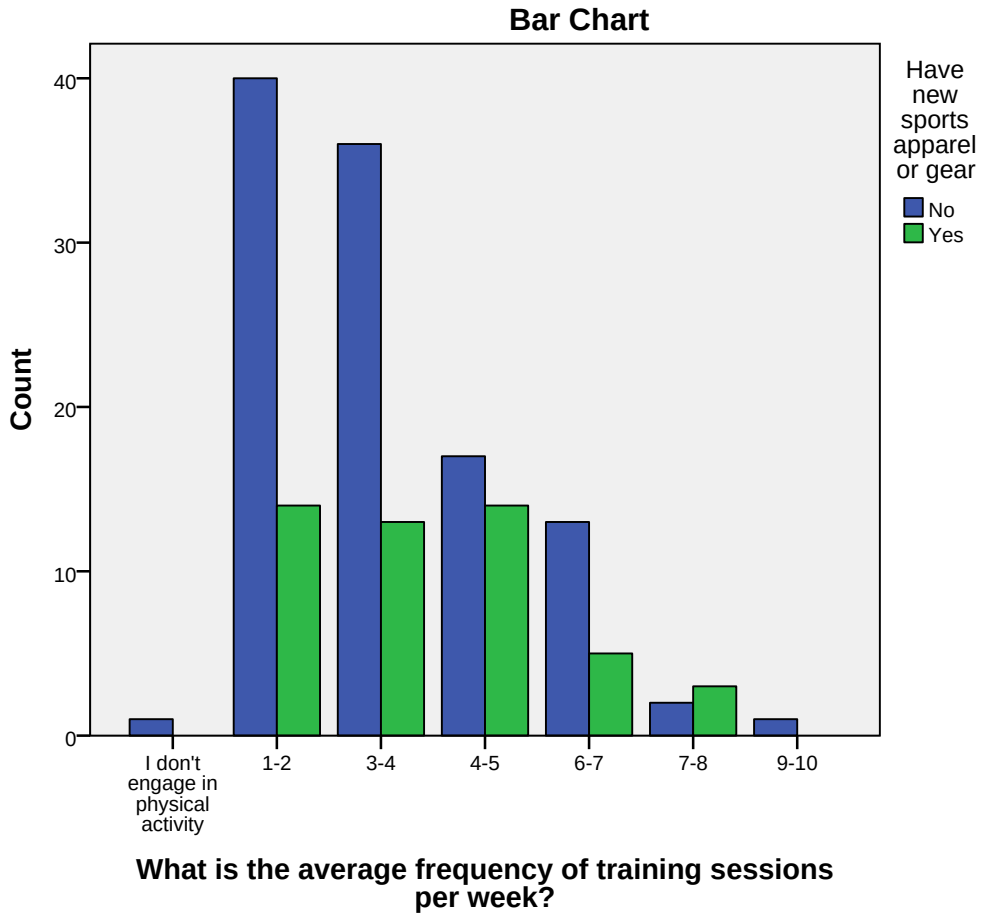
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.153[c]
Ordinal by Ordinal	Spearman Correlation	.131[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Clas sify the following male body according to the apparent level of physi cal condition

Crosstab

Count

		Classify the following male body according to the apparent level of .	
		Bad	Reasonable
What is the average frequency of training sessions per week?	I don't engage in physical activity	0	0
	1-2	2	18
	3-4	1	7
	4-5	0	5
	6-7	0	3
	7-8	0	1
	9-10	0	0
Total		3	34

Crosstab

Count

		Classify the following male body according to the apparent level of ...		
		Good	Excellent	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	1
	1-2	21	13	54
	3-4	28	13	49
	4-5	18	8	31
	6-7	10	5	18
	7-8	3	1	5
	9-10	1	0	1
Total		82	40	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.726[a]	18	.861
Likelihood Ratio	13.119	18	.784
Linear-by-Linear Association	2.174	1	.140
N of Valid Cases	159		

a. 18 cells (64.3%) have expected count less than 5. The minimum expected count is .02.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.117	.074	1.480
Ordinal by Ordinal	Spearman Correlation	.127	.080	1.605
N of Valid Cases		159		

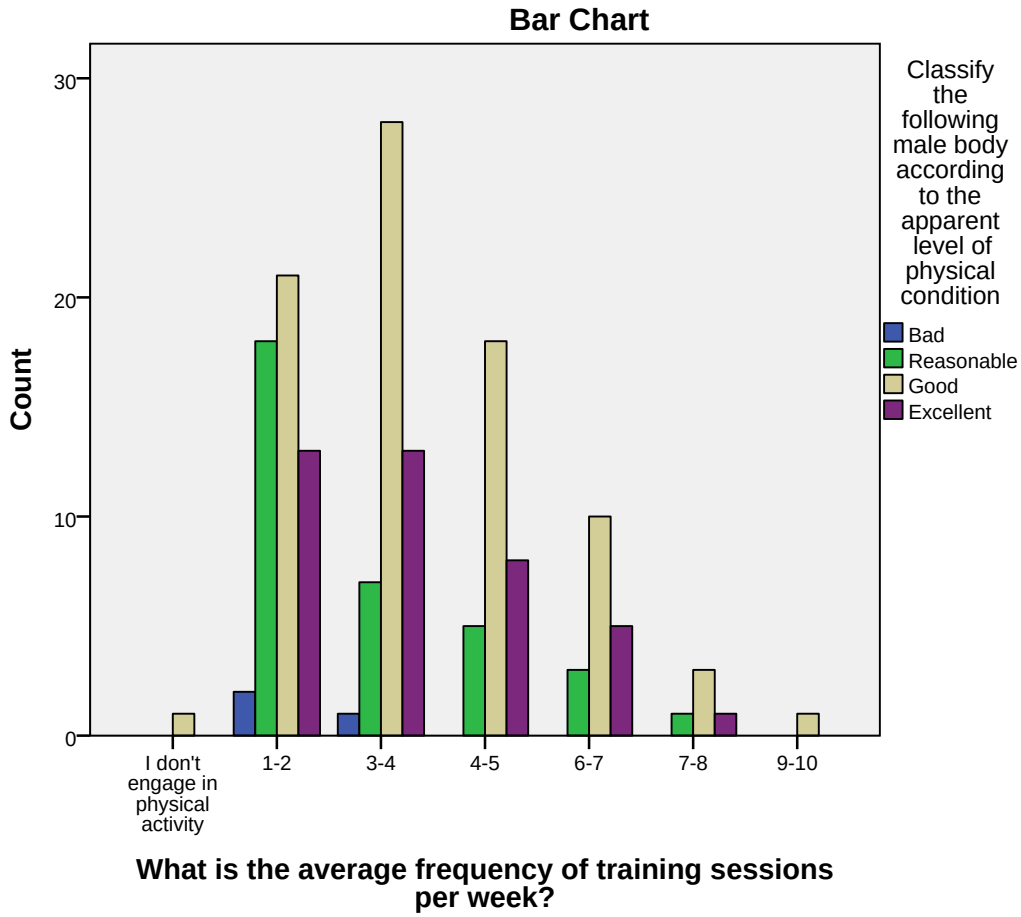
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.141[c]
Ordinal by Ordinal	Spearman Correlation	.111[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



What is the average frequency of training sessions per week? * Clas sify the following female body according to the apparent level of phy sical condition

Crosstab

Count

		Classify the following female body according to the apparent level of .	
		Bad	Reasonable
What is the average frequency of training sessions per week?	I don't engage in physical activity	0	1
	1-2	3	23
	3-4	0	22
	4-5	0	8
	6-7	0	7
	7-8	0	2
	9-10	0	0
Total		3	63

Crosstab

Count

		Classify the following female body according to the apparent level of ...		
		Good	Excellent	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	0	0	1
	1-2	20	8	54
	3-4	21	6	49
	4-5	16	7	31
	6-7	8	3	18
	7-8	1	2	5
	9-10	1	0	1
Total		67	26	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.287[a]	18	.642
Likelihood Ratio	16.360	18	.567
Linear-by-Linear Association	3.996	1	.046
N of Valid Cases	159		

a. 17 cells (60.7%) have expected count less than 5. The minimum expected count is .02.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.159	.079	2.018
Ordinal by Ordinal	Spearman Correlation	.158	.080	2.008
N of Valid Cases		159		

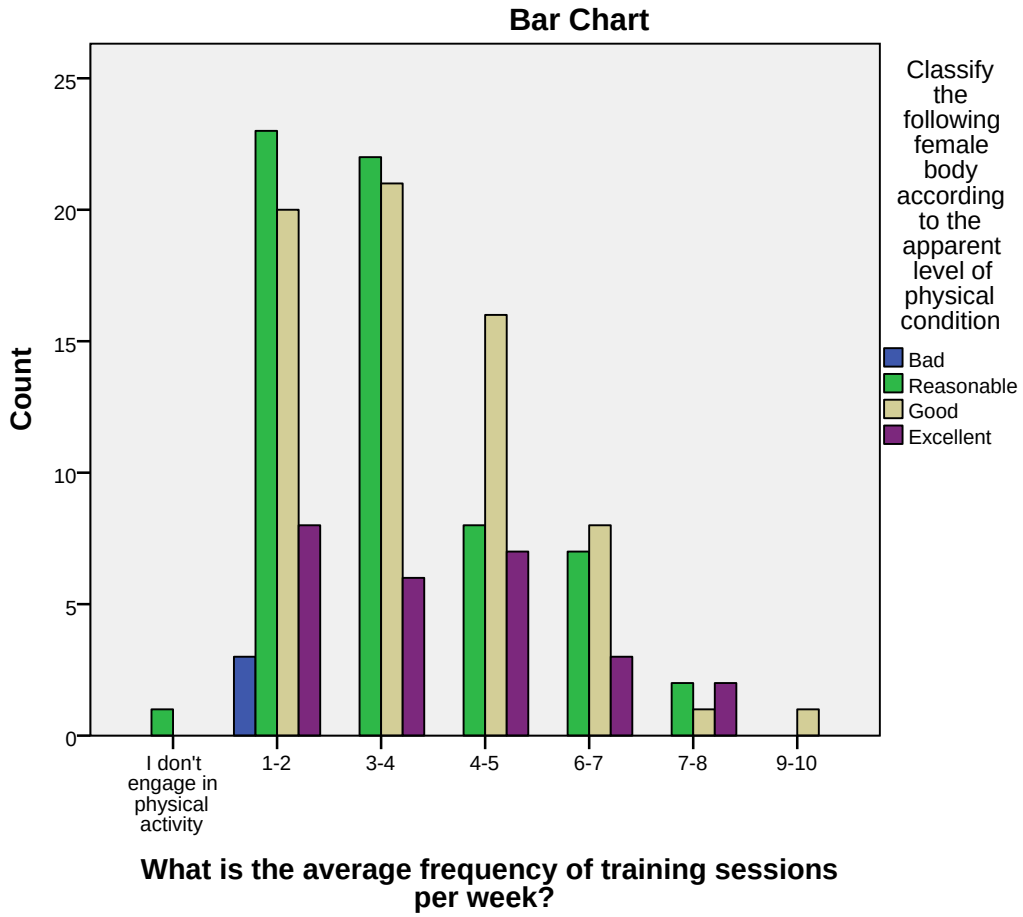
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.045[c]
Ordinal by Ordinal	Spearman Correlation	.046[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

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Oneway

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.

Notes

Syntax		ONEWAY Consideraseumapessoaatl éticaousedentária Emmédiaquantassessões detreinorealizaporsemana Transpirardeimediato Sentirmeofegante Sentirmeenergéticoa Sentirmemotivadoa Sentirmeexaustoa Estarmuitotranspiradoa Sentirmeconfiante Sentirmecheioadeenergia Estarmotivadoaparaapróxi masessãodetreino Voucomosmeusamigos Vejopartilhasnasredessoci aisassociadasaestilosdevi dasaudáveis Tenhoumaprogramaçãode treino Vejovídeosinspiracionaisd efitness MarcoasessãocomumaPT Assistoapublicidadesdesp ortivas Tenhosensaçãodeculpaou dedever Tenhoequipamentomateri alnovo BY Qualaduraçãomédiadecad asessãodetreino /MISSING ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

ANOVA

		Sum of Squares	df	Mean Square	F
Do you consider yourself an athletic or sedentary person?	Between Groups	1.796	7	.257	1.429
	Within Groups	27.122	151	.180	
	Total	28.918	158		
What is the average frequency of training sessions per week?	Between Groups	22.499	7	3.214	2.504
	Within Groups	193.841	151	1.284	
	Total	216.340	158		
Sweat right away	Between Groups	.983	7	.140	1.179
	Within Groups	17.973	151	.119	
	Total	18.956	158		
Feel shortness of breath	Between Groups	.876	7	.125	1.192
	Within Groups	15.854	151	.105	
	Total	16.730	158		
Feel energetic	Between Groups	.771	7	.110	.435
	Within Groups	38.285	151	.254	
	Total	39.057	158		
Feel motivated	Between Groups	2.067	7	.295	1.327
	Within Groups	33.593	151	.222	
	Total	35.660	158		
Feel exhausted	Between Groups	1.275	7	.182	.793
	Within Groups	34.700	151	.230	
	Total	35.975	158		
Am very sweaty	Between Groups	1.836	7	.262	1.131
	Within Groups	35.007	151	.232	
	Total	36.843	158		
Feel confident	Between Groups	2.456	7	.351	1.473
	Within Groups	35.972	151	.238	
	Total	38.428	158		
Feel full of energy	Between Groups	1.058	7	.151	.955
	Within Groups	23.898	151	.158	
	Total	24.956	158		
Am motivated for my next workout session	Between Groups	2.848	7	.407	1.670
	Within Groups	36.775	151	.244	
	Total	39.623	158		
Go with friends	Between Groups	1.352	7	.193	.783
	Within Groups	37.251	151	.247	
	Total	38.604	158		
See social media shares associated with healthy lifestyles	Between Groups	.571	7	.082	.697
	Within Groups	17.656	151	.117	
	Total	18.226	158		
Have a training program	Between Groups	3.062	7	.437	1.835
	Within Groups	35.995	151	.238	
	Total	39.057	158		

ANOVA

		Sig.
Do you consider yourself an athletic or sedentary person?	Between Groups	.198
	Within Groups	
	Total	
What is the average frequency of training sessions per week?	Between Groups	.018
	Within Groups	
	Total	
Sweat right away	Between Groups	.318
	Within Groups	
	Total	
Feel shortness of breath	Between Groups	.311
	Within Groups	
	Total	
Feel energetic	Between Groups	.879
	Within Groups	
	Total	
Feel motivated	Between Groups	.241
	Within Groups	
	Total	
Feel exhausted	Between Groups	.594
	Within Groups	
	Total	
Am very sweaty	Between Groups	.346
	Within Groups	
	Total	
Feel confident	Between Groups	.181
	Within Groups	
	Total	
Feel full of energy	Between Groups	.467
	Within Groups	
	Total	
Am motivated for my next workout session	Between Groups	.120
	Within Groups	
	Total	
Go with friends	Between Groups	.602
	Within Groups	
	Total	
See social media shares associated with healthy lifestyles	Between Groups	.674
	Within Groups	
	Total	
Have a training program	Between Groups	.084
	Within Groups	
	Total	

ANOVA

		Sum of Squares	df	Mean Square	F
Watch inspirational fitness videos	Between Groups	.721	7	.103	.677
	Within Groups	22.989	151	.152	
	Total	23.711	158		
Schedule a session with a PT	Between Groups	.197	7	.028	.463
	Within Groups	9.174	151	.061	
	Total	9.371	158		
Watch sports advertising	Between Groups	.201	7	.029	.522
	Within Groups	8.290	151	.055	
	Total	8.491	158		
Feel guilt or obligation	Between Groups	1.477	7	.211	1.208
	Within Groups	26.372	151	.175	
	Total	27.849	158		
Have new sports apparel or gear	Between Groups	1.165	7	.166	.768
	Within Groups	32.734	151	.217	
	Total	33.899	158		

ANOVA

		Sig.
Watch inspirational fitness videos	Between Groups	.691
	Within Groups	
	Total	
Schedule a session with a PT	Between Groups	.860
	Within Groups	
	Total	
Watch sports advertising	Between Groups	.817
	Within Groups	
	Total	
Feel guilt or obligation	Between Groups	.302
	Within Groups	
	Total	
Have new sports apparel or gear	Between Groups	.615
	Within Groups	
	Total	

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CROSSTABS
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Crosstabs

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=Emmédiaquantassessõesdetreinorealizaporsemana BY Qualaduraçãomédiadecadasessãodetreino /FORMAT=AVALUE TABLES /STATISTICS=CHISQ CORR /CELLS=COUNT /COUNT ROUND CELL /BARCHART.
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Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is the average frequency of training sessions per week? * What is the average length of a training session?	159	100.0%	0	0.0%	159	100.0%

What is the average frequency of training sessions per week? * What is the average length of a training session? Crosstabulation

Count

		What is the average length of a training session?		
		I don't engage in physical activity	Less than 30 min	30 min - 1h
What is the average frequency of training sessions per week?	I don't engage in physical activity	1	0	0
	1-2	0	2	19
	3-4	0	2	12
	4-5	0	0	6
	6-7	0	1	4
	7-8	0	0	3
	9-10	0	0	0
Total		1	5	44

What is the average frequency of training sessions per week? * What is the average length of a training session? Crosstabulation

Count

		What is the average length of a training .		
		1h - 1h30	1h30 - 2h	2h - 2h30
What is the average frequency of training sessions per week?	I don't engage in physical activity	0	0	0
	1-2	18	10	1
	3-4	19	12	2
	4-5	17	5	3
	6-7	7	4	2
	7-8	0	1	1
	9-10	0	0	1
Total		61	32	10

What is the average frequency of training sessions per week? * What is the average length of a training session? Crosstabulation

Count

		What is the average ...		
		2h30 - 3h	3h - 3h30	Total
What is the average frequency of training sessions per week?	I don't engage in physical activity	0	0	1
	1-2	2	2	54
	3-4	0	2	49
	4-5	0	0	31
	6-7	0	0	18
	7-8	0	0	5
	9-10	0	0	1
Total		2	4	159

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	195.768[a]	42	.000
Likelihood Ratio	43.394	42	.412
Linear-by-Linear Association	.915	1	.339
N of Valid Cases	159		

a. 46 cells (82.1%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]
Interval by Interval	Pearson's R	.076	.087	.956
Ordinal by Ordinal	Spearman Correlation	.103	.083	1.301
N of Valid Cases		159		

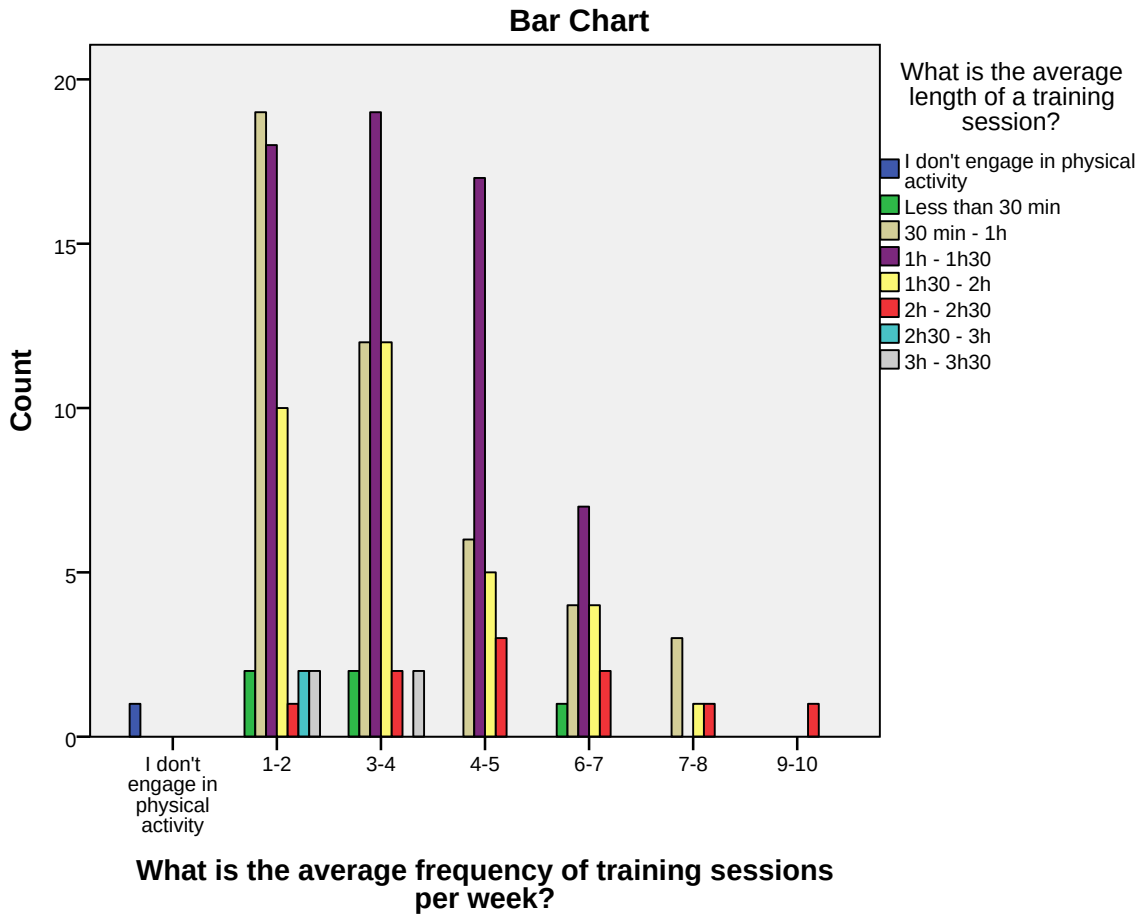
Symmetric Measures

		Approximate Significance
Interval by Interval	Pearson's R	.341[c]
Ordinal by Ordinal	Spearman Correlation	.195[c]
N of Valid Cases		

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

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ONEWAY Consideraseumapessoaatléticaousedentária Transpirardeimediato Sentir
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iradoa Sentirmeconfiante
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    Qualaduraçãomédiadecadasessãodetreino
  /STATISTICS DESCRIPTIVES HOMOGENEITY
  /PLOT MEANS
  /MISSING ANALYSIS.
```

Oneway

Notes

Output Created		02-JUL-2016 19:00:21
Comments		
Input	Data	D:\jenni\Dropbox\MCMM - Jennifer Santos\Thesis - In Progress\Online Research Survey\Official\OnlineResearchSurvey-v3-final.sav
	Active Dataset	DataSet3
	Filter	Praticaatividadefísica=1 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	159
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
Syntax		ONEWAY Consideraseumapessoaatléticaousedentária Transpirardeimediato Sentirmeofegante Sentirmeenergéticoa Sentirmemotivadoa Sentirmeexaustoa Estarmuitotranspiradoa Sentirmeconfiante Sentirmecheioadeenergia Estarmotivadoaparaapróximasessãodetreino BY Qualaduraçãomédiadecadasessãodetreino /STATISTICS DESCRIPTIVES HOMOGENEITY /PLOT MEANS /MISSING ANALYSIS.
Resources	Processor Time	00:00:01.19
	Elapsed Time	00:00:00.89

Descriptives

		N	Mean	Std. Deviation
Do you consider yourself an athletic or sedentary person?	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.40	.548
	30 min - 1h	44	.75	.438
	1h - 1h30	61	.74	.444
	1h30 - 2h	32	.84	.369
	2h - 2h30	10	.90	.316
	2h30 - 3h	2	1.00	.000
	3h - 3h30	4	.75	.500
	Total	159	.76	.428
Sweat right away	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.20	.447
	30 min - 1h	44	.05	.211
	1h - 1h30	61	.20	.401
	1h30 - 2h	32	.19	.397
	2h - 2h30	10	.00	.000
	2h30 - 3h	2	.00	.000
	3h - 3h30	4	.25	.500
	Total	159	.14	.346
Feel shortness of breath	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.40	.548
	30 min - 1h	44	.14	.347
	1h - 1h30	61	.11	.321
	1h30 - 2h	32	.06	.246
	2h - 2h30	10	.10	.316
	2h30 - 3h	2	.50	.707
	3h - 3h30	4	.00	.000
	Total	159	.12	.325
Feel energetic	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.40	.548
	30 min - 1h	44	.45	.504
	1h - 1h30	61	.39	.493
	1h30 - 2h	32	.53	.507
	2h - 2h30	10	.40	.516
	2h30 - 3h	2	.50	.707
	3h - 3h30	4	.25	.500
	Total	159	.43	.497
Feel motivated	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.20	.447

Descriptives

			95% Confidence Interval for Mean	
		Std. Error	Lower Bound	Upper Bound
Do you consider yourself an athletic or sedentary person?	I don't engage in physical activity	.	.	.
	Less than 30 min	.245	-.28	1.08
	30 min - 1h	.066	.62	.88
	1h - 1h30	.057	.62	.85
	1h30 - 2h	.065	.71	.98
	2h - 2h30	.100	.67	1.13
	2h30 - 3h	.000	1.00	1.00
	3h - 3h30	.250	-.05	1.55
	Total	.034	.69	.83
Sweat right away	I don't engage in physical activity	.	.	.
	Less than 30 min	.200	-.36	.76
	30 min - 1h	.032	-.02	.11
	1h - 1h30	.051	.09	.30
	1h30 - 2h	.070	.04	.33
	2h - 2h30	.000	.00	.00
	2h30 - 3h	.000	.00	.00
	3h - 3h30	.250	-.55	1.05
	Total	.027	.08	.19
Feel shortness of breath	I don't engage in physical activity	.	.	.
	Less than 30 min	.245	-.28	1.08
	30 min - 1h	.052	.03	.24
	1h - 1h30	.041	.03	.20
	1h30 - 2h	.043	-.03	.15
	2h - 2h30	.100	-.13	.33
	2h30 - 3h	.500	-5.85	6.85
	3h - 3h30	.000	.00	.00
	Total	.026	.07	.17
Feel energetic	I don't engage in physical activity	.	.	.
	Less than 30 min	.245	-.28	1.08
	30 min - 1h	.076	.30	.61
	1h - 1h30	.063	.27	.52
	1h30 - 2h	.090	.35	.71
	2h - 2h30	.163	.03	.77
	2h30 - 3h	.500	-5.85	6.85
	3h - 3h30	.250	-.55	1.05
	Total	.039	.36	.51
Feel motivated	I don't engage in physical activity	.	.	.
	Less than 30 min	.200	-.36	.76

Descriptives

		Minimum	Maximum
Do you consider yourself an athletic or sedentary person?	I don't engage in physical activity	0	0
	Less than 30 min	0	1
	30 min - 1h	0	1
	1h - 1h30	0	1
	1h30 - 2h	0	1
	2h - 2h30	0	1
	2h30 - 3h	1	1
	3h - 3h30	0	1
	Total	0	1
Sweat right away	I don't engage in physical activity	0	0
	Less than 30 min	0	1
	30 min - 1h	0	1
	1h - 1h30	0	1
	1h30 - 2h	0	1
	2h - 2h30	0	0
	2h30 - 3h	0	0
	3h - 3h30	0	1
	Total	0	1
Feel shortness of breath	I don't engage in physical activity	0	0
	Less than 30 min	0	1
	30 min - 1h	0	1
	1h - 1h30	0	1
	1h30 - 2h	0	1
	2h - 2h30	0	1
	2h30 - 3h	0	1
	3h - 3h30	0	0
	Total	0	1
Feel energetic	I don't engage in physical activity	0	0
	Less than 30 min	0	1
	30 min - 1h	0	1
	1h - 1h30	0	1
	1h30 - 2h	0	1
	2h - 2h30	0	1
	2h30 - 3h	0	1
	3h - 3h30	0	1
	Total	0	1
Feel motivated	I don't engage in physical activity	0	0
	Less than 30 min	0	1

Descriptives

		N	Mean	Std. Deviation
	30 min - 1h	44	.70	.462
	1h - 1h30	61	.64	.484
	1h30 - 2h	32	.66	.483
	2h - 2h30	10	.80	.422
	2h30 - 3h	2	1.00	.000
	3h - 3h30	4	.75	.500
	Total	159	.66	.475
Feel exhausted	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.00	.000
	30 min - 1h	44	.30	.462
	1h - 1h30	61	.36	.484
	1h30 - 2h	32	.44	.504
	2h - 2h30	10	.30	.483
	2h30 - 3h	2	.50	.707
	3h - 3h30	4	.50	.577
	Total	159	.35	.477
Am very sweaty	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.20	.447
	30 min - 1h	44	.32	.471
	1h - 1h30	61	.33	.473
	1h30 - 2h	32	.47	.507
	2h - 2h30	10	.50	.527
	2h30 - 3h	2	.00	.000
	3h - 3h30	4	.75	.500
	Total	159	.36	.483
Feel confident	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.20	.447
	30 min - 1h	44	.57	.501
	1h - 1h30	61	.39	.493
	1h30 - 2h	32	.34	.483
	2h - 2h30	10	.30	.483
	2h30 - 3h	2	.50	.707
	3h - 3h30	4	.00	.000
	Total	159	.41	.493
Feel full of energy	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.40	.548
	30 min - 1h	44	.25	.438
	1h - 1h30	61	.21	.413

Descriptives

			95% Confidence Interval for Mean	
		Std. Error	Lower Bound	Upper Bound
	30 min - 1h	.070	.56	.84
	1h - 1h30	.062	.52	.76
	1h30 - 2h	.085	.48	.83
	2h - 2h30	.133	.50	1.10
	2h30 - 3h	.000	1.00	1.00
	3h - 3h30	.250	-.05	1.55
	Total	.038	.59	.73
Feel exhausted	I don't engage in physical activity	.	.	.
	Less than 30 min	.000	.00	.00
	30 min - 1h	.070	.16	.44
	1h - 1h30	.062	.24	.48
	1h30 - 2h	.089	.26	.62
	2h - 2h30	.153	-.05	.65
	2h30 - 3h	.500	-5.85	6.85
	3h - 3h30	.289	-.42	1.42
	Total	.038	.27	.42
Am very sweaty	I don't engage in physical activity	.	.	.
	Less than 30 min	.200	-.36	.76
	30 min - 1h	.071	.17	.46
	1h - 1h30	.061	.21	.45
	1h30 - 2h	.090	.29	.65
	2h - 2h30	.167	.12	.88
	2h30 - 3h	.000	.00	.00
	3h - 3h30	.250	-.05	1.55
	Total	.038	.29	.44
Feel confident	I don't engage in physical activity	.	.	.
	Less than 30 min	.200	-.36	.76
	30 min - 1h	.076	.42	.72
	1h - 1h30	.063	.27	.52
	1h30 - 2h	.085	.17	.52
	2h - 2h30	.153	-.05	.65
	2h30 - 3h	.500	-5.85	6.85
	3h - 3h30	.000	.00	.00
	Total	.039	.33	.49
Feel full of energy	I don't engage in physical activity	.	.	.
	Less than 30 min	.245	-.28	1.08
	30 min - 1h	.066	.12	.38
	1h - 1h30	.053	.11	.32

Descriptives

		Minimum	Maximum
	30 min - 1h	0	1
	1h - 1h30	0	1
	1h30 - 2h	0	1
	2h - 2h30	0	1
	2h30 - 3h	1	1
	3h - 3h30	0	1
	Total	0	1
Feel exhausted	I don't engage in physical activity	0	0
	Less than 30 min	0	0
	30 min - 1h	0	1
	1h - 1h30	0	1
	1h30 - 2h	0	1
	2h - 2h30	0	1
	2h30 - 3h	0	1
	3h - 3h30	0	1
	Total	0	1
Am very sweaty	I don't engage in physical activity	0	0
	Less than 30 min	0	1
	30 min - 1h	0	1
	1h - 1h30	0	1
	1h30 - 2h	0	1
	2h - 2h30	0	1
	2h30 - 3h	0	0
	3h - 3h30	0	1
	Total	0	1
Feel confident	I don't engage in physical activity	0	0
	Less than 30 min	0	1
	30 min - 1h	0	1
	1h - 1h30	0	1
	1h30 - 2h	0	1
	2h - 2h30	0	1
	2h30 - 3h	0	1
	3h - 3h30	0	0
	Total	0	1
Feel full of energy	I don't engage in physical activity	0	0
	Less than 30 min	0	1
	30 min - 1h	0	1
	1h - 1h30	0	1

Descriptives

		N	Mean	Std. Deviation
	1h30 - 2h	32	.16	.369
	2h - 2h30	10	.00	.000
	2h30 - 3h	2	.00	.000
	3h - 3h30	4	.00	.000
	Total	159	.19	.397
Am motivated for my next workout session	I don't engage in physical activity	1	.00	.
	Less than 30 min	5	.40	.548
	30 min - 1h	44	.39	.493
	1h - 1h30	61	.57	.499
	1h30 - 2h	32	.44	.504
	2h - 2h30	10	.20	.422
	2h30 - 3h	2	1.00	.000
	3h - 3h30	4	.75	.500
	Total	159	.47	.501

Descriptives

			95% Confidence Interval for Mean	
		Std. Error	Lower Bound	Upper Bound
	1h30 - 2h	.065	.02	.29
	2h - 2h30	.000	.00	.00
	2h30 - 3h	.000	.00	.00
	3h - 3h30	.000	.00	.00
	Total	.032	.13	.26
Am motivated for my next workout session	I don't engage in physical activity	.	.	.
	Less than 30 min	.245	-.28	1.08
	30 min - 1h	.074	.24	.54
	1h - 1h30	.064	.45	.70
	1h30 - 2h	.089	.26	.62
	2h - 2h30	.133	-.10	.50
	2h30 - 3h	.000	1.00	1.00
	3h - 3h30	.250	-.05	1.55
	Total	.040	.39	.55

Descriptives

		Minimum	Maximum
	1h30 - 2h	0	1
	2h - 2h30	0	0
	2h30 - 3h	0	0
	3h - 3h30	0	0
	Total	0	1
Am motivated for my next workout session	I don't engage in physical activity	0	0
	Less than 30 min	0	1
	30 min - 1h	0	1
	1h - 1h30	0	1
	1h30 - 2h	0	1
	2h - 2h30	0	1
	2h30 - 3h	1	1
	3h - 3h30	0	1
	Total	0	1

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Do you consider yourself an athletic or sedentary person?	3.217[a]	6	151	.005
Sweat right away	7.684[b]	6	151	.000
Feel shortness of breath	3.002[c]	6	151	.008
Feel energetic	1.434[d]	6	151	.205
Feel motivated	3.685[e]	6	151	.002
Feel exhausted	9.242[f]	6	151	.000
Am very sweaty	4.642[g]	6	151	.000
Feel confident	11.744[h]	6	151	.000
Feel full of energy	6.625[i]	6	151	.000
Am motivated for my next workout session	10.343[j]	6	151	.000

a. Groups with only one case are ignored in computing the test of homogeneity of variance for Do you consider yourself an athletic or sedentary person?.

b. Groups with only one case are ignored in computing the test of homogeneity of variance for Sweat right away.

c. Groups with only one case are ignored in computing the test of homogeneity of variance for Feel shortness of breath.

d. Groups with only one case are ignored in computing the test of homogeneity of variance for Feel energetic.

e.

f. Groups with only one case are ignored in computing the test of homogeneity of variance for Feel exhausted.

g. Groups with only one case are ignored in computing the test of homogeneity of variance for Am very sweaty.

h. Groups with only one case are ignored in computing the test of homogeneity of variance for Feel confident.

i. Groups with only one case are ignored in computing the test of homogeneity of variance for Feel full of energy.

j. Groups with only one case are ignored in computing the test of homogeneity of variance for Am motivated for my next workout session.

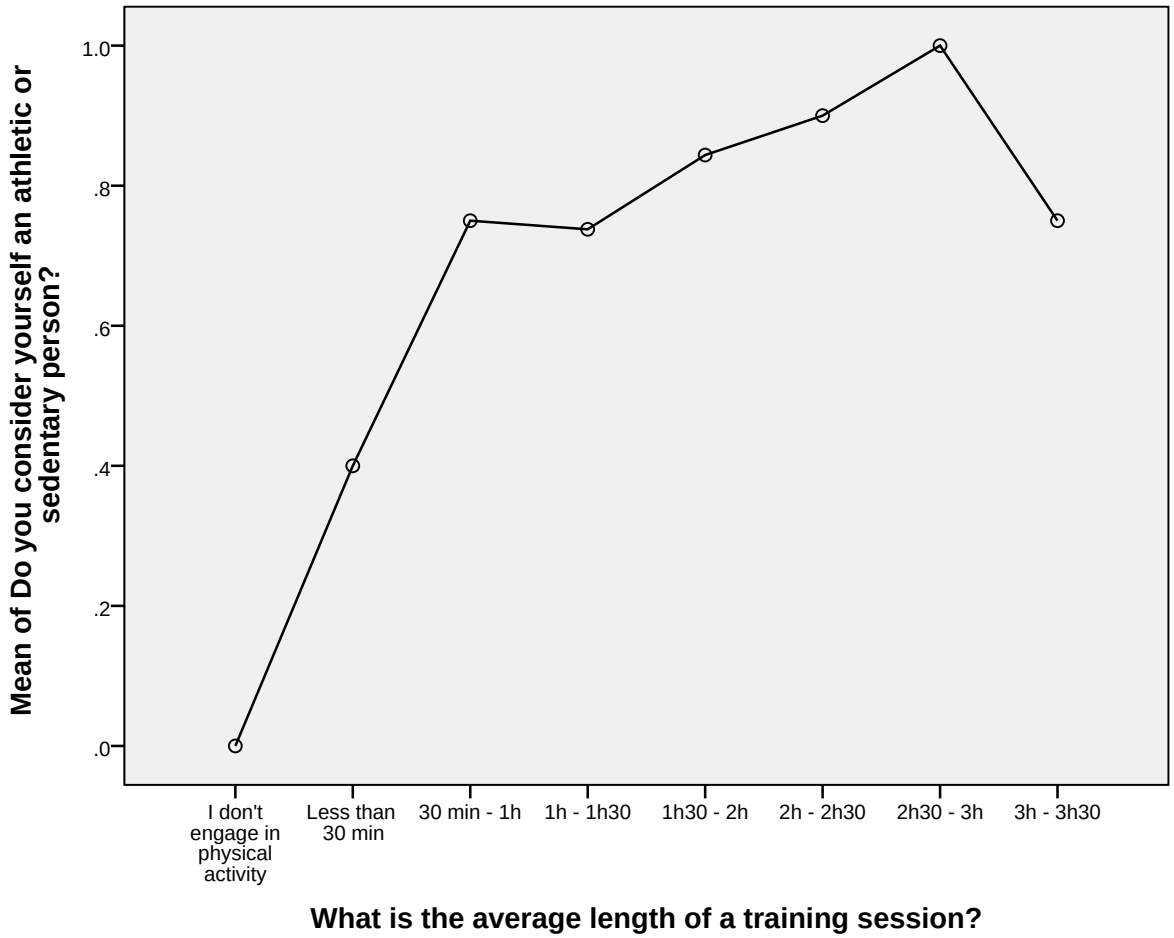
ANOVA

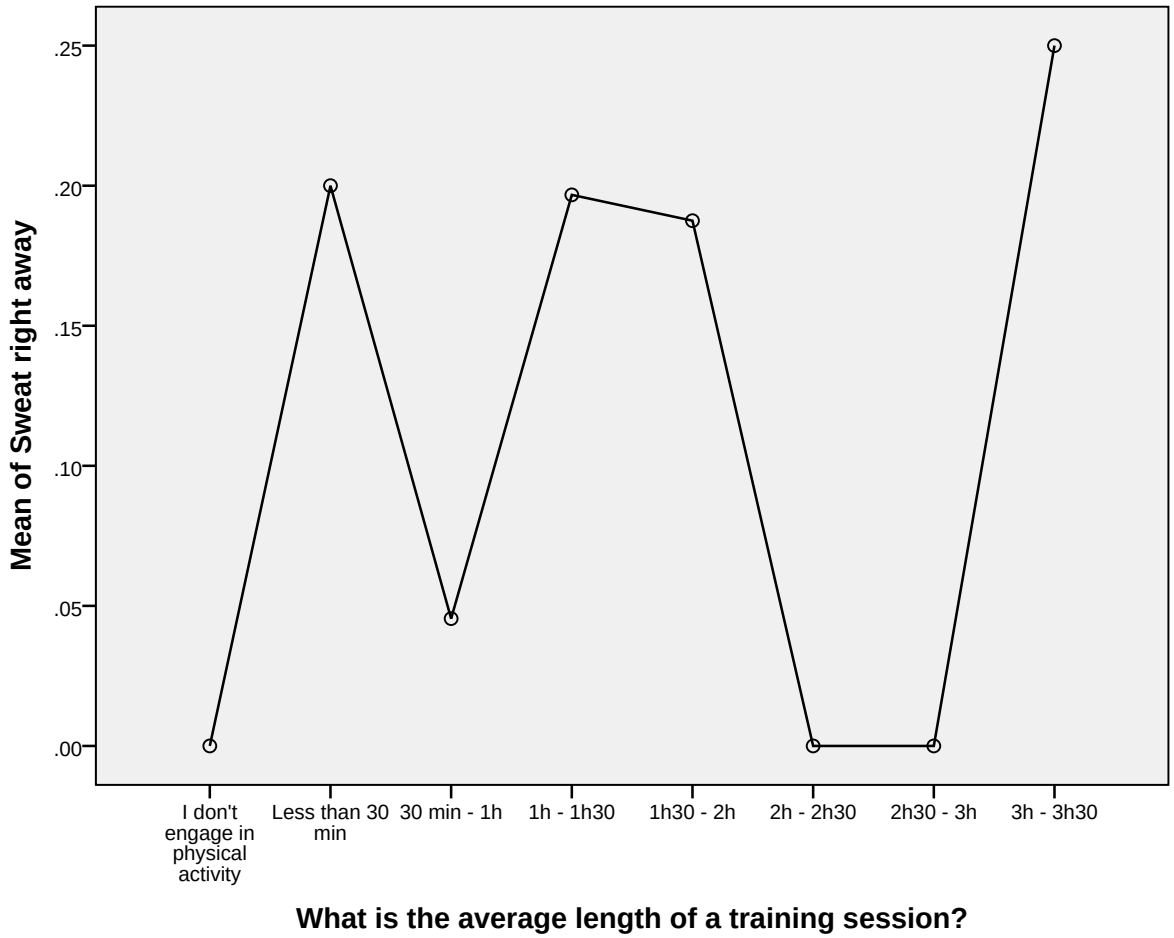
		Sum of Squares	df	Mean Square	F
Do you consider yourself an athletic or sedentary person?	Between Groups	1.796	7	.257	1.429
	Within Groups	27.122	151	.180	
	Total	28.918	158		
Sweat right away	Between Groups	.983	7	.140	1.179
	Within Groups	17.973	151	.119	
	Total	18.956	158		
Feel shortness of breath	Between Groups	.876	7	.125	1.192
	Within Groups	15.854	151	.105	
	Total	16.730	158		
Feel energetic	Between Groups	.771	7	.110	.435
	Within Groups	38.285	151	.254	
	Total	39.057	158		
Feel motivated	Between Groups	2.067	7	.295	1.327
	Within Groups	33.593	151	.222	
	Total	35.660	158		
Feel exhausted	Between Groups	1.275	7	.182	.793
	Within Groups	34.700	151	.230	
	Total	35.975	158		
Am very sweaty	Between Groups	1.836	7	.262	1.131
	Within Groups	35.007	151	.232	
	Total	36.843	158		
Feel confident	Between Groups	2.456	7	.351	1.473
	Within Groups	35.972	151	.238	
	Total	38.428	158		
Feel full of energy	Between Groups	1.058	7	.151	.955
	Within Groups	23.898	151	.158	
	Total	24.956	158		
Am motivated for my next workout session	Between Groups	2.848	7	.407	1.670
	Within Groups	36.775	151	.244	
	Total	39.623	158		

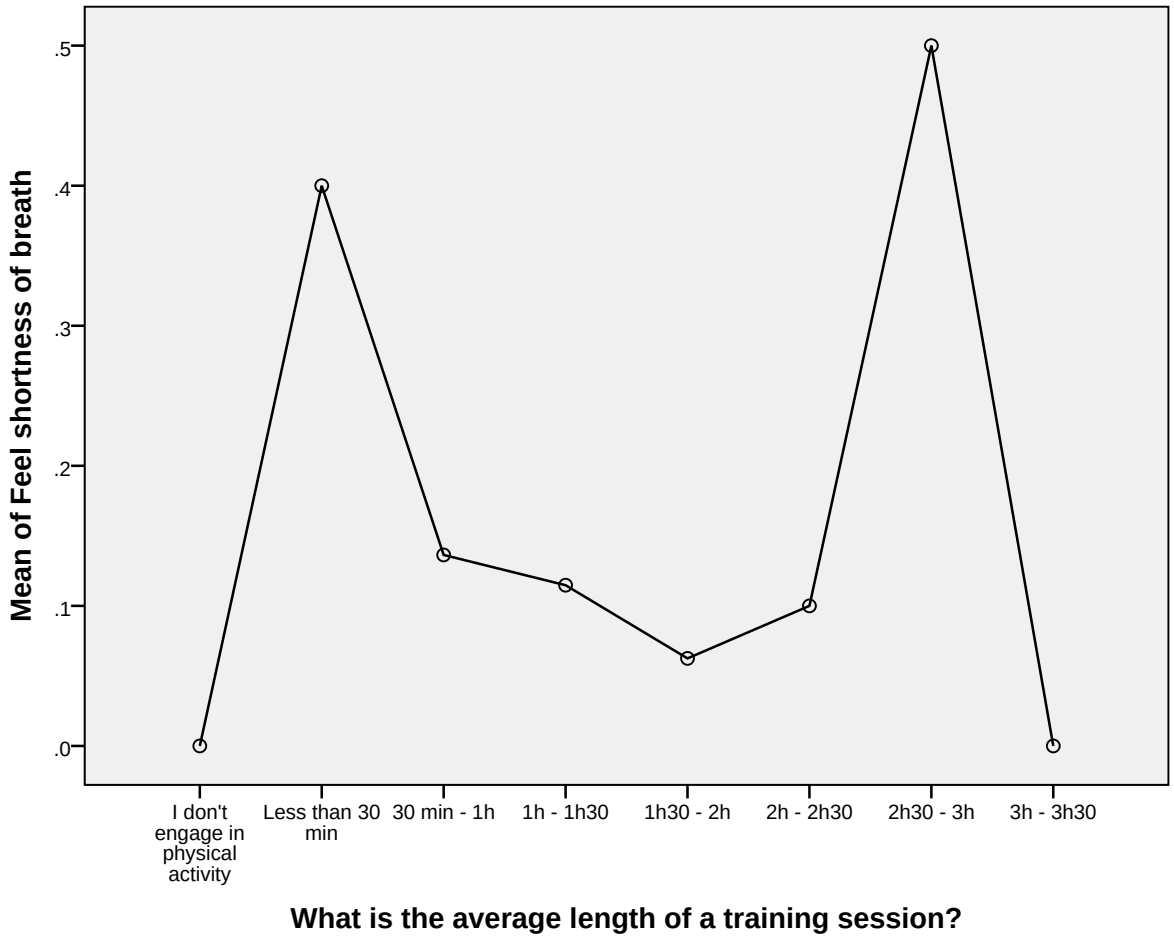
ANOVA

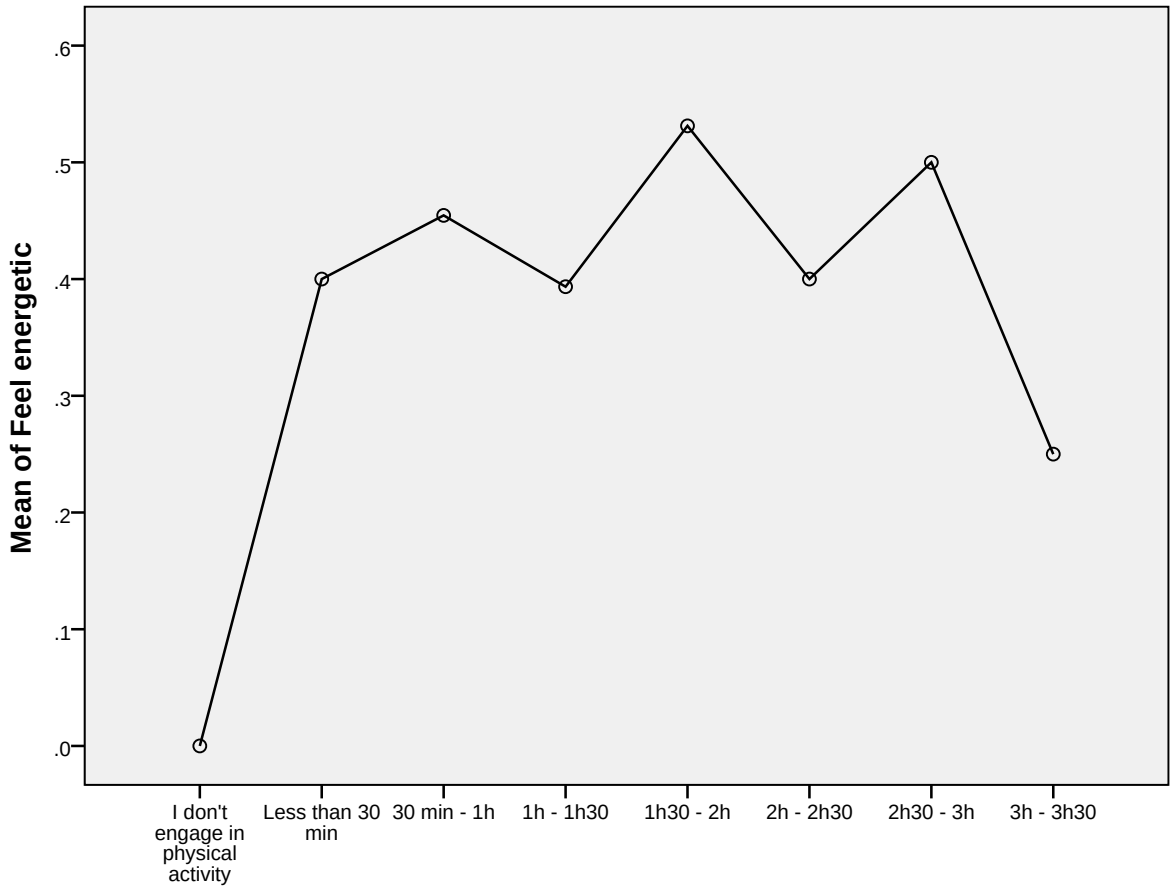
		Sig.
Do you consider yourself an athletic or sedentary person?	Between Groups	.198
	Within Groups	
	Total	
Sweat right away	Between Groups	.318
	Within Groups	
	Total	
Feel shortness of breath	Between Groups	.311
	Within Groups	
	Total	
Feel energetic	Between Groups	.879
	Within Groups	
	Total	
Feel motivated	Between Groups	.241
	Within Groups	
	Total	
Feel exhausted	Between Groups	.594
	Within Groups	
	Total	
Am very sweaty	Between Groups	.346
	Within Groups	
	Total	
Feel confident	Between Groups	.181
	Within Groups	
	Total	
Feel full of energy	Between Groups	.467
	Within Groups	
	Total	
Am motivated for my next workout session	Between Groups	.120
	Within Groups	
	Total	

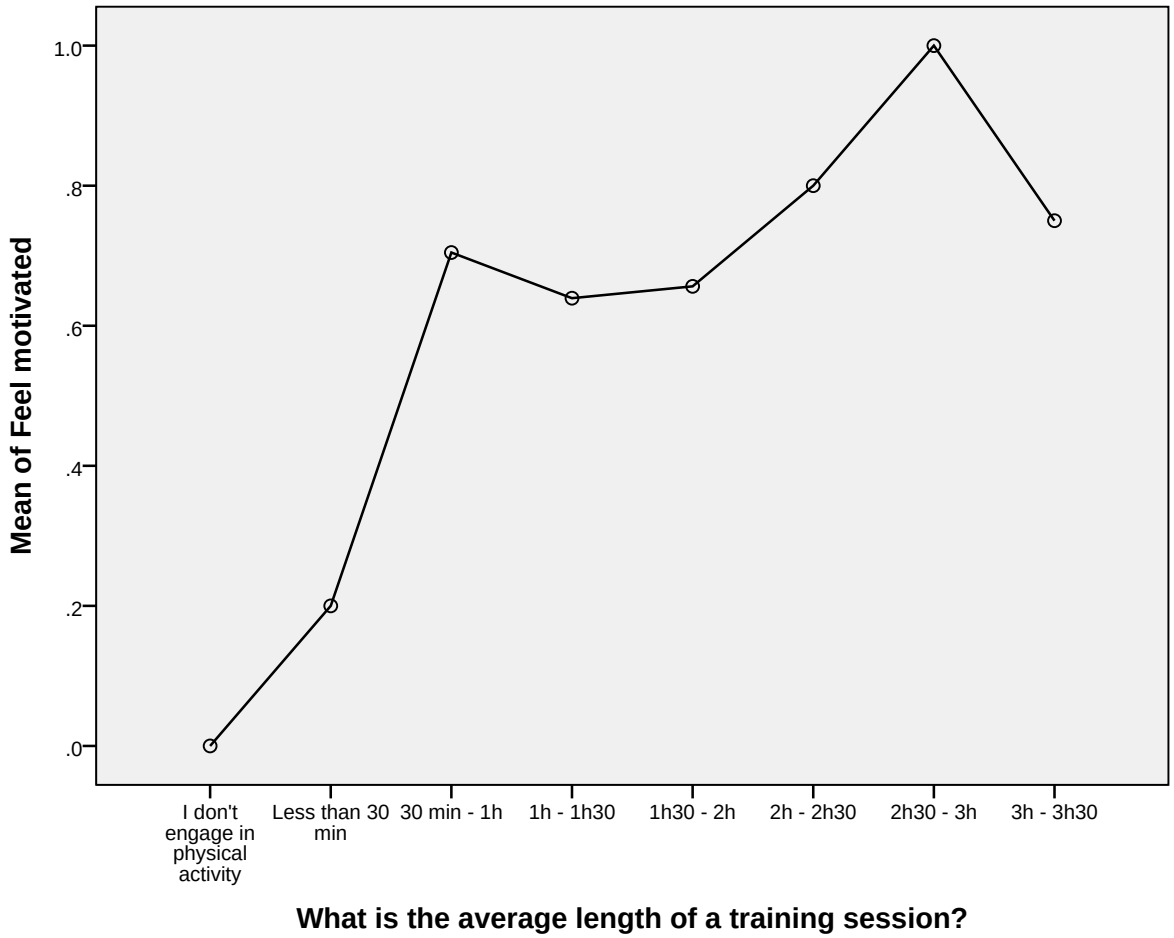
Means Plots

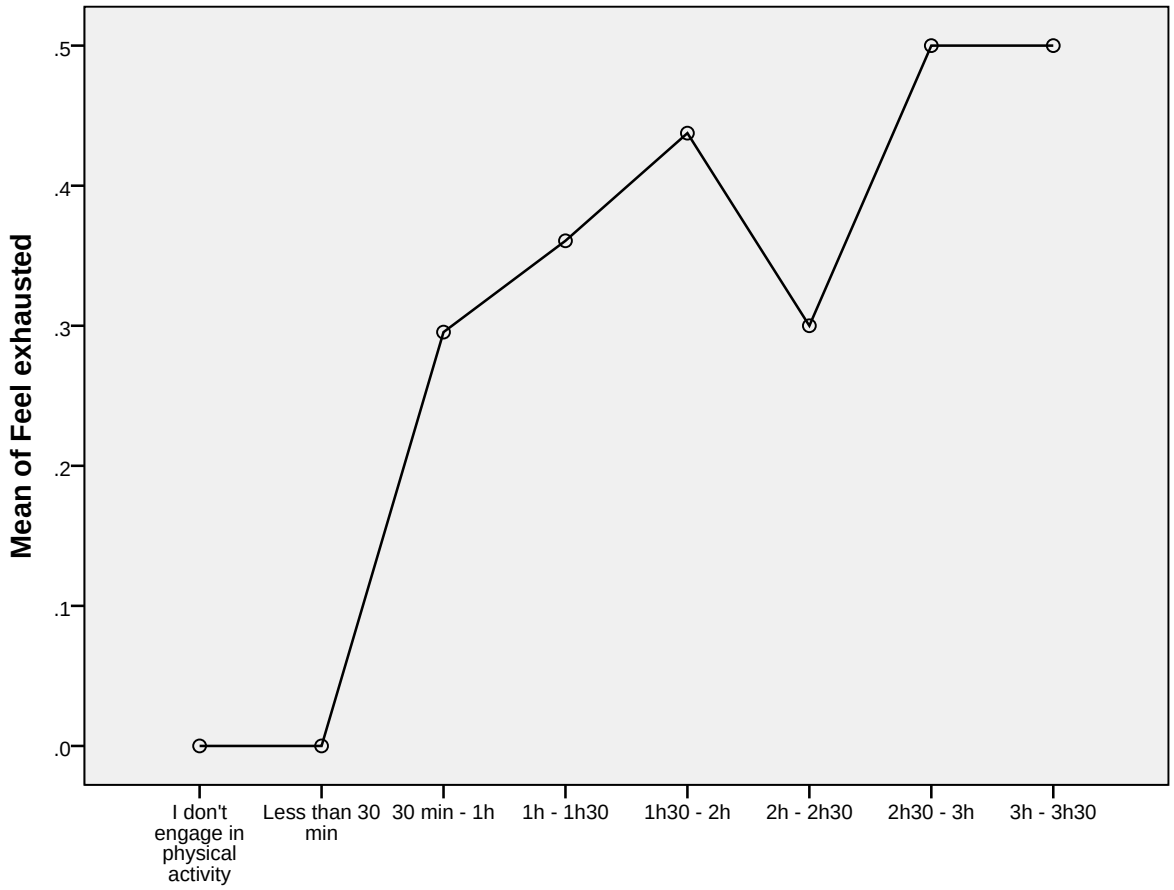

Mean of Do you consider yourself an athletic or sedentary person?
1.0
.8
.6
.4
.2
.0
I don't engage in physical activity
Less than 30 min
30 min - 1h
1h - 1h30
1h30 - 2h
2h - 2h30
2h30 - 3h
3h - 3h30
What is the average length of a training session?

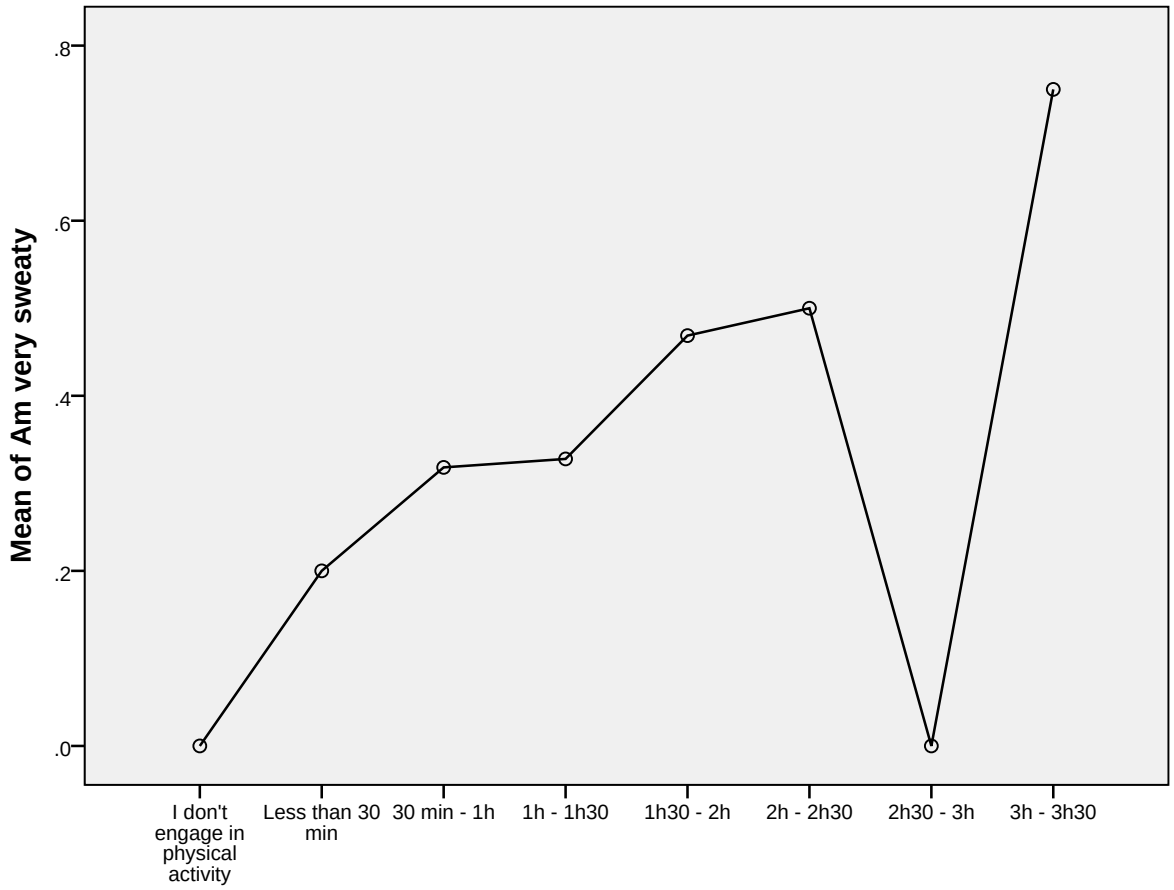

Mean of Sweat right away
.25
.20
.15
.10
.05
.00
I don't engage in physical activity
Less than 30 min
30 min - 1h
1h - 1h30
1h30 - 2h
2h - 2h30
2h30 - 3h
3h - 3h30
What is the average length of a training session?

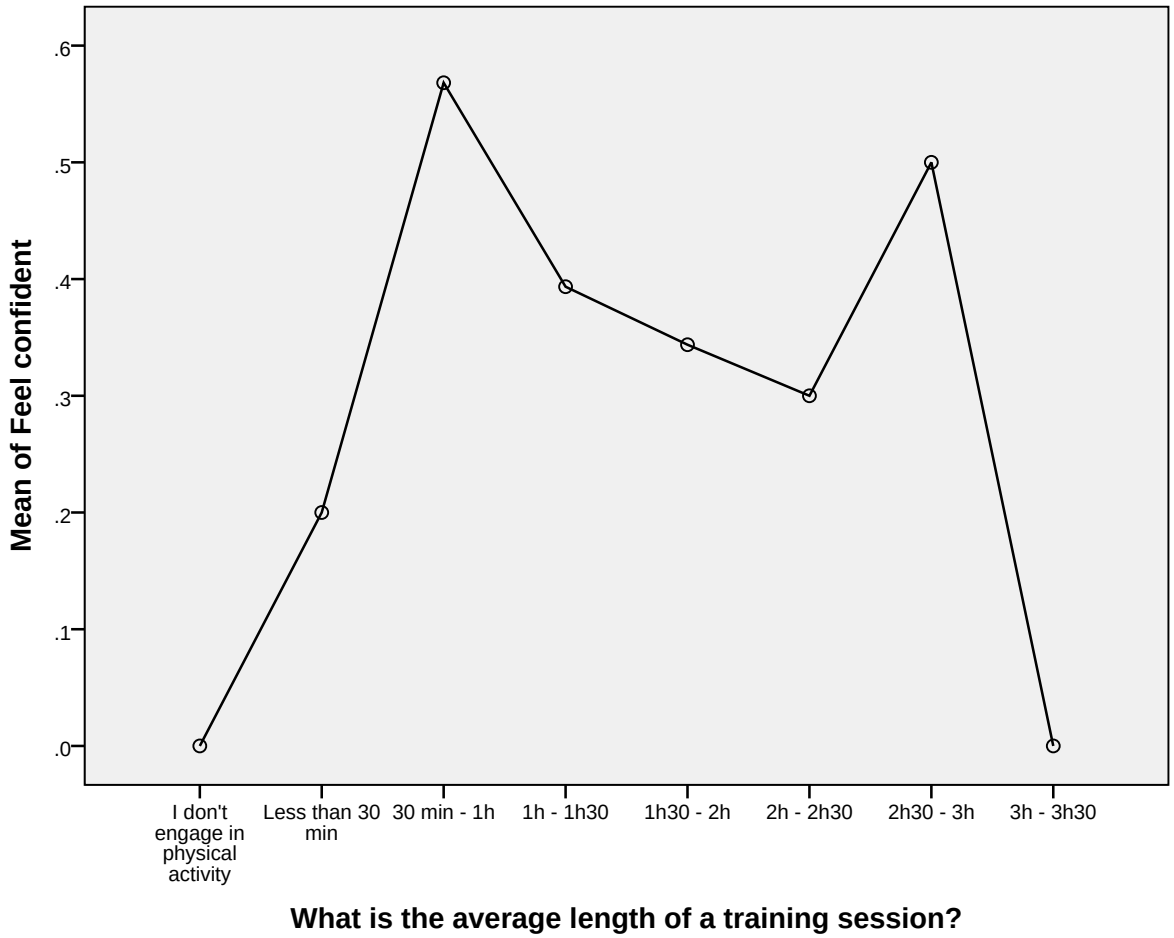

Mean of Feel shortness of breath
.5
.4
.3
.2
.1
.0
I don't engage in physical activity
Less than 30 min
30 min - 1h
1h - 1h30
1h30 - 2h
2h - 2h30
2h30 - 3h
3h - 3h30
What is the average length of a training session?

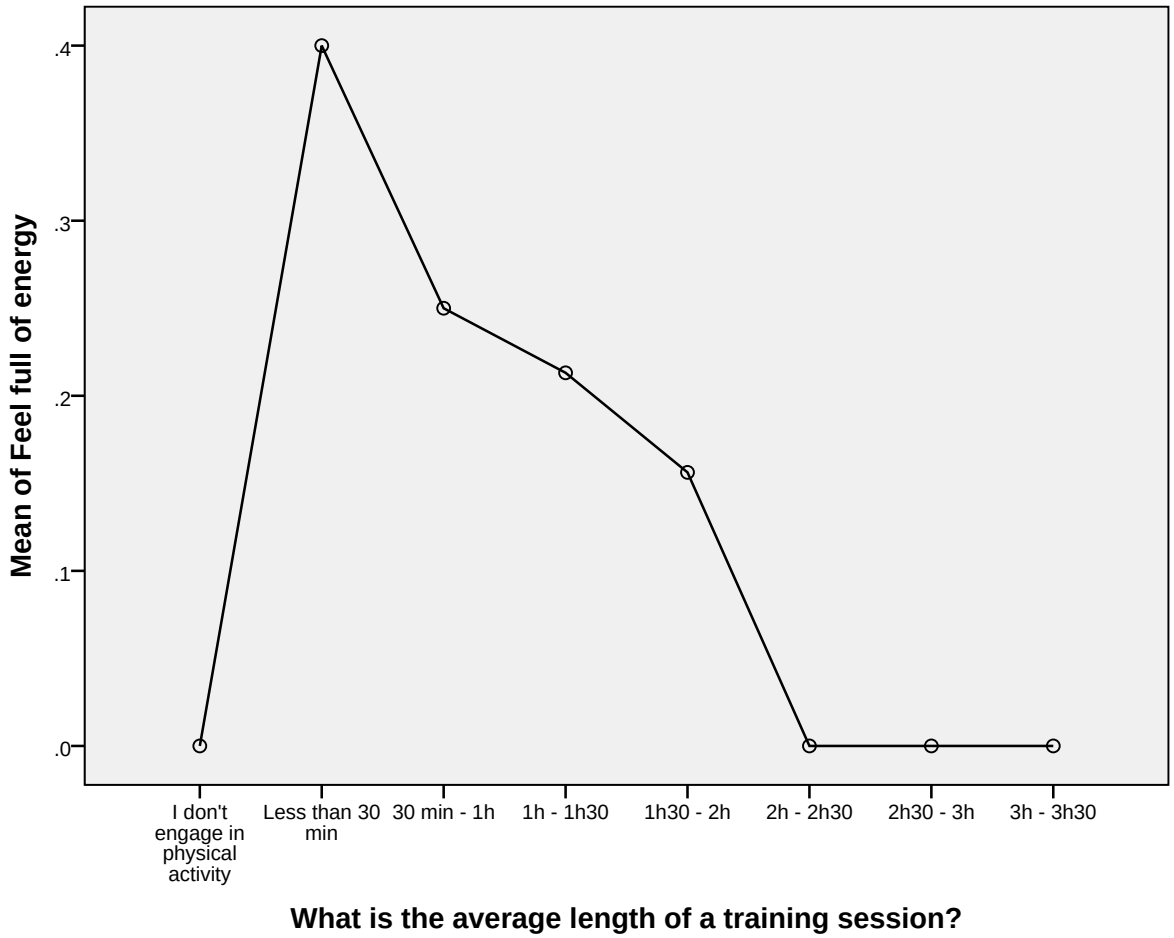

Mean of Feel energetic
.6
.5
.4
.3
.2
.1
.0
I don't engage in physical activity
Less than 30 min
30 min - 1h
1h - 1h30
1h30 - 2h
2h - 2h30
2h30 - 3h
3h - 3h30
What is the average length of a training session?

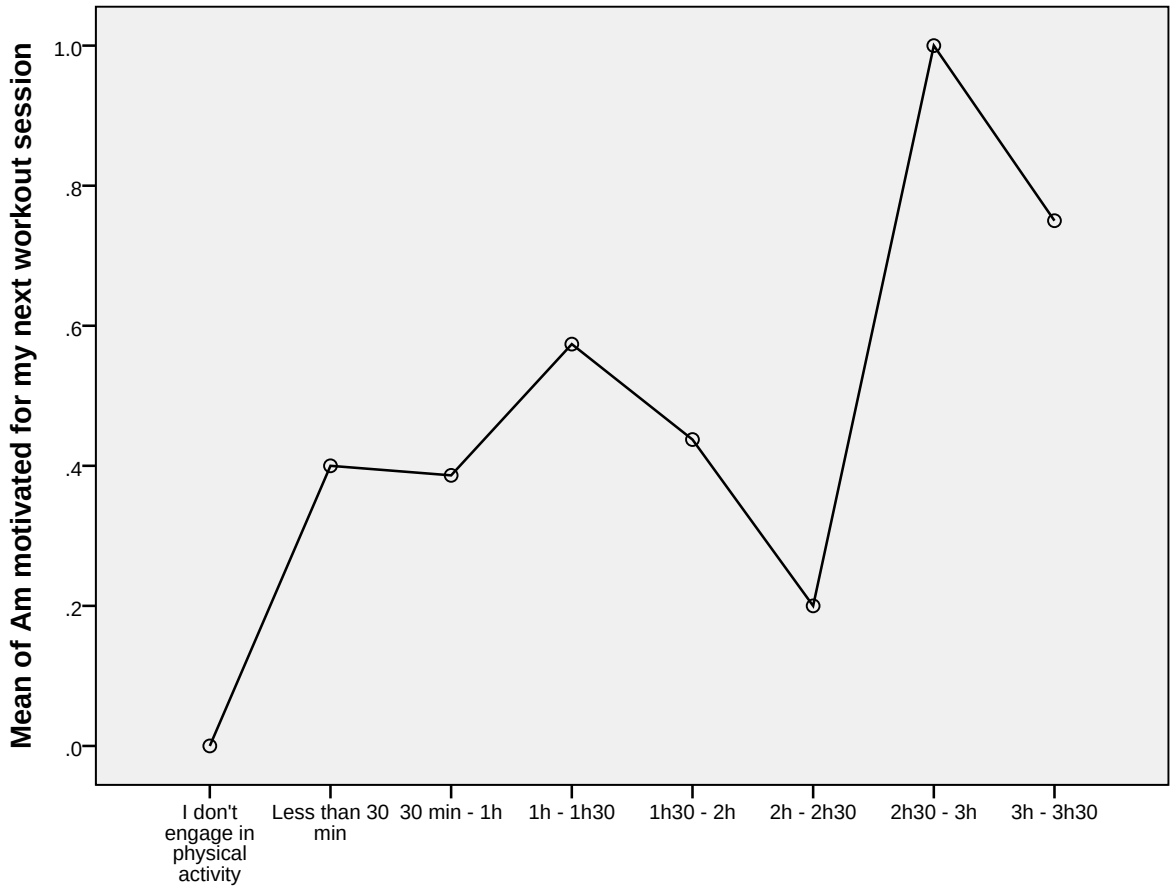

Mean of Feel motivated
1.0
.8
.6
.4
.2
.0
I don't engage in physical activity
Less than 30 min
30 min - 1h
1h - 1h30
1h30 - 2h
2h - 2h30
2h30 - 3h
3h - 3h30
What is the average length of a training session?


Mean of Feel exhausted
.5
.4
.3
.2
.1
.0
I don't engage in physical activity
Less than 30 min
30 min - 1h
1h - 1h30
1h30 - 2h
2h - 2h30
2h30 - 3h
3h - 3h30
What is the average length of a training session?


Mean of Am very sweaty
.8
.6
.4
.2
.0
I don't engage in physical activity
Less than 30 min
30 min - 1h
1h - 1h30
1h30 - 2h
2h - 2h30
2h30 - 3h
3h - 3h30
What is the average length of a training session?


Mean of Feel confident
.6
.5
.4
.3
.2
.1
.0
I don't engage in physical activity
Less than 30 min
30 min - 1h
1h - 1h30
1h30 - 2h
2h - 2h30
2h30 - 3h
3h - 3h30
What is the average length of a training session?


Mean of Feel full of energy
.4
.3
.2
.1
.0
I don't engage in physical activity
Less than 30 min
30 min - 1h
1h - 1h30
1h30 - 2h
2h - 2h30
2h30 - 3h
3h - 3h30
What is the average length of a training session?

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adoa Sentirmeexaustoa
    EstarmuitotranspiradoaSentirmeconfiante Sentirmecheioadeenergia
    Estarmotivadoaparaapróximasessãodetreino BY Consideraseumapessoaatlétic
aousedentária
  /STATISTICS DESCRIPTIVES HOMOGENEITY
  /PLOT MEANS
  /MISSING ANALYSIS.
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Oneway

Notes

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Comments		
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	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
Syntax		ONEWAY Qualaduraçãomédiadecadasessãodetreino Emmédiaquantassessõesdetreinorealizaporsemana Transpirardeimediato Sentirmeofegante Sentirmeenergéticoa Sentirmemotivadoa Sentirmeexaustoa Estarmuitotranspiradoa Sentirmeconfiante Sentirmecheioadeenergia Estarmotivadoaparaapróximasessãodetreino BY Consideraseumapessoaatléticaousedentária /STATISTICS DESCRIPTIVES HOMOGENEITY /PLOT MEANS /MISSING ANALYSIS.
Resources	Processor Time	00:00:01.00
	Elapsed Time	00:00:00.96

Descriptives

		N	Mean	Std. Deviation	Std. Error
What is the average length of a training session?	Sedentary	38	2.76	1.218	.198
	Athletic	121	3.21	1.171	.106
	Total	159	3.11	1.194	.095
What is the average frequency of training sessions per week?	Sedentary	38	1.45	.921	.149
	Athletic	121	2.42	1.146	.104
	Total	159	2.19	1.170	.093
Sweat right away	Sedentary	38	.13	.343	.056
	Athletic	121	.14	.349	.032
	Total	159	.14	.346	.027
Feel shortness of breath	Sedentary	38	.18	.393	.064
	Athletic	121	.10	.300	.027
	Total	159	.12	.325	.026
Feel energetic	Sedentary	38	.39	.495	.080
	Athletic	121	.45	.499	.045
	Total	159	.43	.497	.039
Feel motivated	Sedentary	38	.50	.507	.082
	Athletic	121	.71	.455	.041
	Total	159	.66	.475	.038
Feel exhausted	Sedentary	38	.34	.481	.078
	Athletic	121	.35	.478	.043
	Total	159	.35	.477	.038
Am very sweaty	Sedentary	38	.26	.446	.072
	Athletic	121	.40	.491	.045
	Total	159	.36	.483	.038
Feel confident	Sedentary	38	.26	.446	.072
	Athletic	121	.45	.500	.045
	Total	159	.41	.493	.039
Feel full of energy	Sedentary	38	.18	.393	.064
	Athletic	121	.20	.400	.036
	Total	159	.19	.397	.032
Am motivated for my next workout session	Sedentary	38	.32	.471	.076
	Athletic	121	.52	.502	.046
	Total	159	.47	.501	.040

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
What is the average length of a training session?	Sedentary	2.36	3.16	0	7
	Athletic	3.00	3.43	1	7
	Total	2.92	3.29	0	7
What is the average frequency of training sessions per week?	Sedentary	1.14	1.75	0	5
	Athletic	2.22	2.63	1	6
	Total	2.01	2.37	0	6
Sweat right away	Sedentary	.02	.24	0	1
	Athletic	.08	.20	0	1
	Total	.08	.19	0	1
Feel shortness of breath	Sedentary	.06	.31	0	1
	Athletic	.05	.15	0	1
	Total	.07	.17	0	1
Feel energetic	Sedentary	.23	.56	0	1
	Athletic	.36	.54	0	1
	Total	.36	.51	0	1
Feel motivated	Sedentary	.33	.67	0	1
	Athletic	.63	.79	0	1
	Total	.59	.73	0	1
Feel exhausted	Sedentary	.18	.50	0	1
	Athletic	.26	.43	0	1
	Total	.27	.42	0	1
Am very sweaty	Sedentary	.12	.41	0	1
	Athletic	.31	.49	0	1
	Total	.29	.44	0	1
Feel confident	Sedentary	.12	.41	0	1
	Athletic	.36	.54	0	1
	Total	.33	.49	0	1
Feel full of energy	Sedentary	.06	.31	0	1
	Athletic	.13	.27	0	1
	Total	.13	.26	0	1
Am motivated for my next workout session	Sedentary	.16	.47	0	1
	Athletic	.43	.61	0	1
	Total	.39	.55	0	1

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
What is the average length of a training session?	.044	1	157	.835
What is the average frequency of training sessions per week?	6.532	1	157	.012
Sweat right away	.077	1	157	.781
Feel shortness of breath	7.311	1	157	.008
Feel energetic	1.631	1	157	.203
Feel motivated	8.106	1	157	.005
Feel exhausted	.013	1	157	.910
Am very sweaty	12.967	1	157	.000
Feel confident	27.883	1	157	.000
Feel full of energy	.149	1	157	.700
Am motivated for my next workout session	17.486	1	157	.000

ANOVA

		Sum of Squares	df	Mean Square	F
What is the average length of a training session?	Between Groups	5.901	1	5.901	4.225
	Within Groups	219.282	157	1.397	
	Total	225.182	158		
What is the average frequency of training sessions per week?	Between Groups	27.441	1	27.441	22.807
	Within Groups	188.899	157	1.203	
	Total	216.340	158		
Sweat right away	Between Groups	.002	1	.002	.019
	Within Groups	18.954	157	.121	
	Total	18.956	158		
Feel shortness of breath	Between Groups	.209	1	.209	1.987
	Within Groups	16.520	157	.105	
	Total	16.730	158		
Feel energetic	Between Groups	.077	1	.077	.309
	Within Groups	38.980	157	.248	
	Total	39.057	158		
Feel motivated	Between Groups	1.284	1	1.284	5.866
	Within Groups	34.376	157	.219	
	Total	35.660	158		
Feel exhausted	Between Groups	.001	1	.001	.003
	Within Groups	35.974	157	.229	
	Total	35.975	158		

ANOVA

		Sig.
What is the average length of a training session?	Between Groups	.041
	Within Groups	
	Total	
What is the average frequency of training sessions per week?	Between Groups	.000
	Within Groups	
	Total	
Sweat right away	Between Groups	.890
	Within Groups	
	Total	
Feel shortness of breath	Between Groups	.161
	Within Groups	
	Total	
Feel energetic	Between Groups	.579
	Within Groups	
	Total	
Feel motivated	Between Groups	.017
	Within Groups	
	Total	
Feel exhausted	Between Groups	.955
	Within Groups	
	Total	

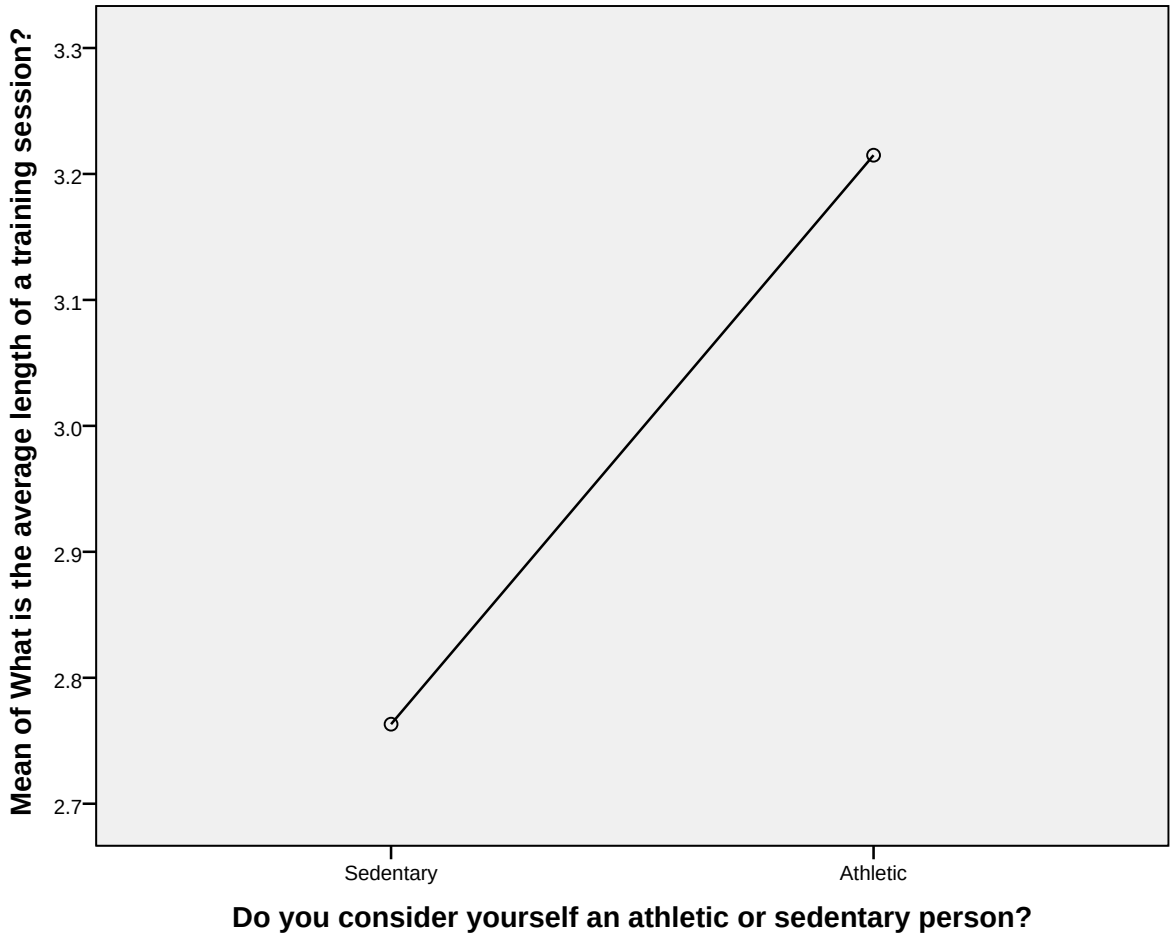
ANOVA

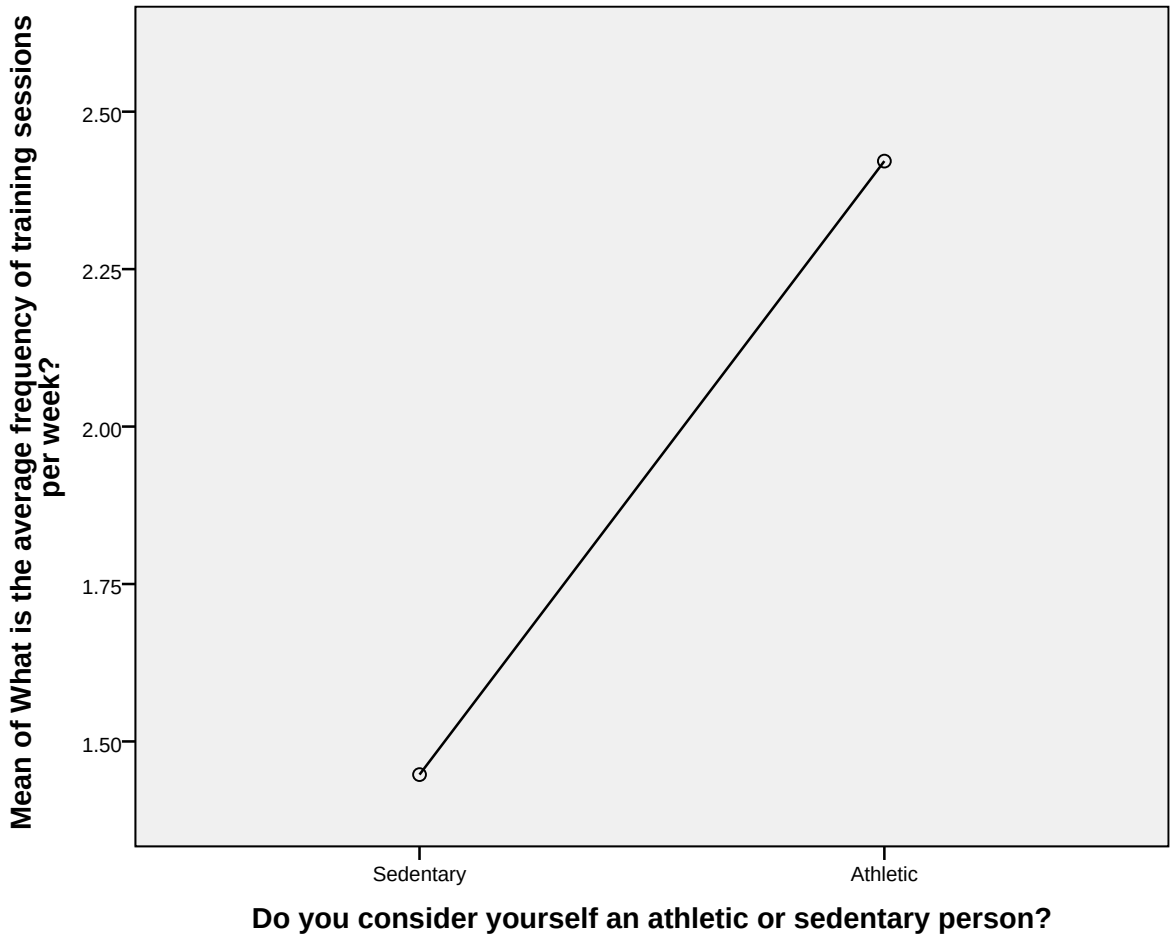
		Sum of Squares	df	Mean Square	F
Am very sweaty	Between Groups	.516	1	.516	2.229
	Within Groups	36.327	157	.231	
	Total	36.843	158		
Feel confident	Between Groups	1.059	1	1.059	4.450
	Within Groups	37.368	157	.238	
	Total	38.428	158		
Feel full of energy	Between Groups	.006	1	.006	.036
	Within Groups	24.950	157	.159	
	Total	24.956	158		
Am motivated for my next workout session	Between Groups	1.214	1	1.214	4.961
	Within Groups	38.409	157	.245	
	Total	39.623	158		

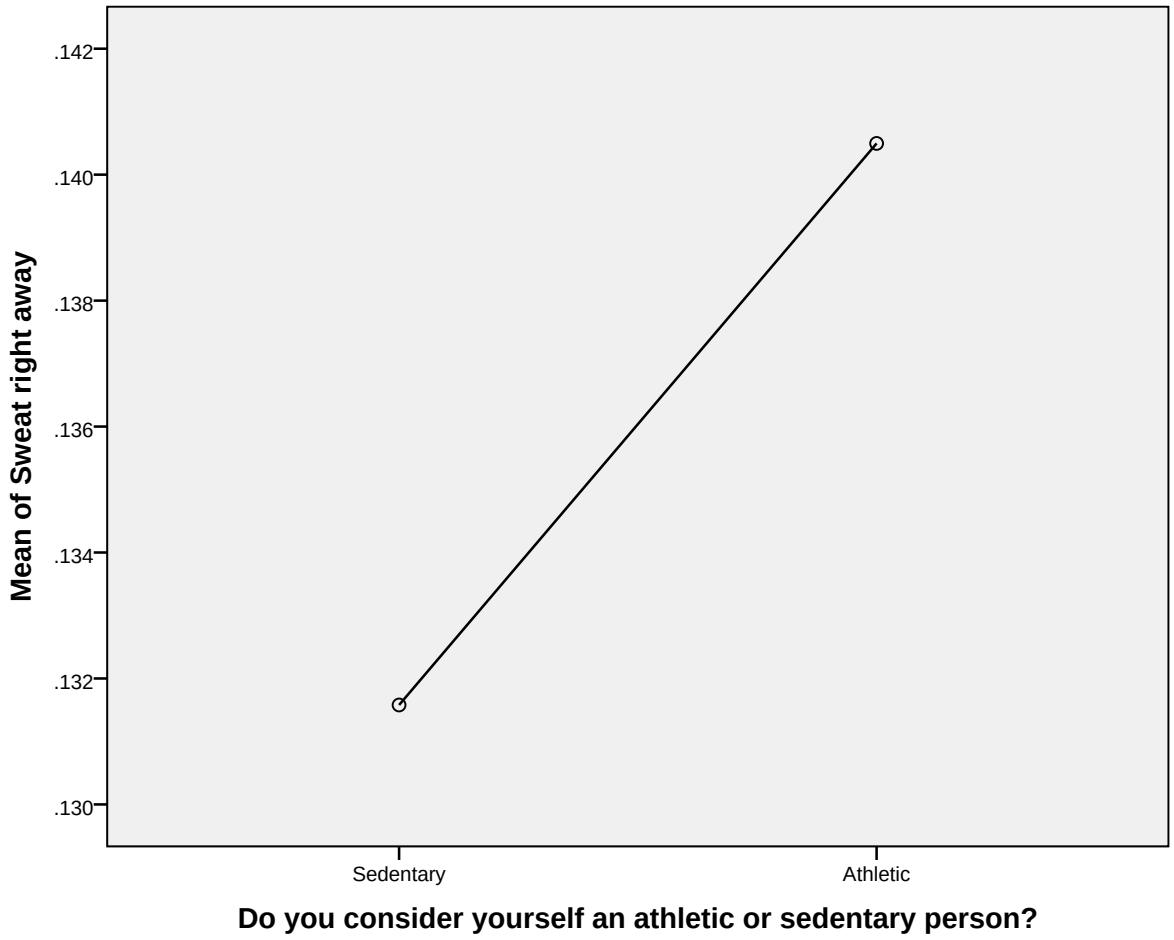
ANOVA

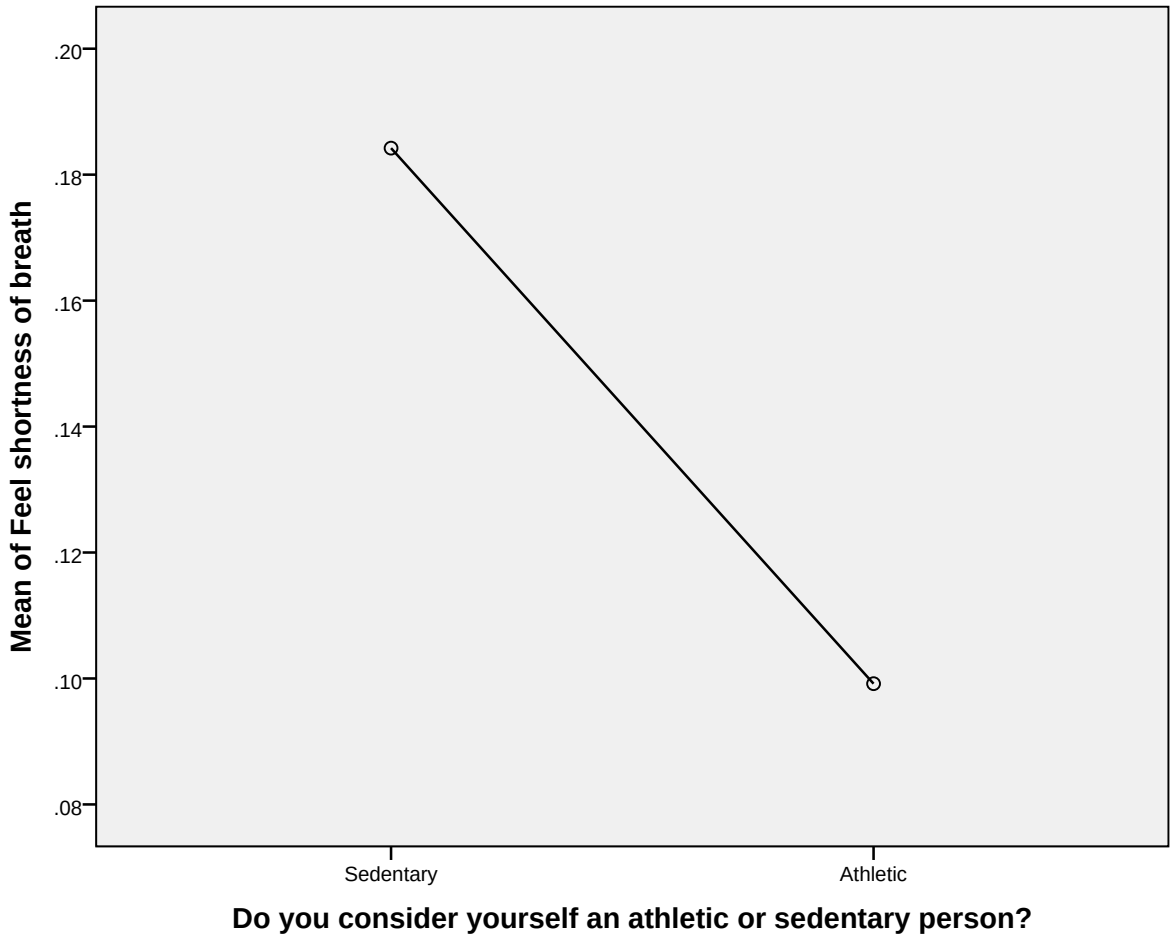
		Sig.
Am very sweaty	Between Groups	.137
	Within Groups	
	Total	
Feel confident	Between Groups	.036
	Within Groups	
	Total	
Feel full of energy	Between Groups	.849
	Within Groups	
	Total	
Am motivated for my next workout session	Between Groups	.027
	Within Groups	
	Total	

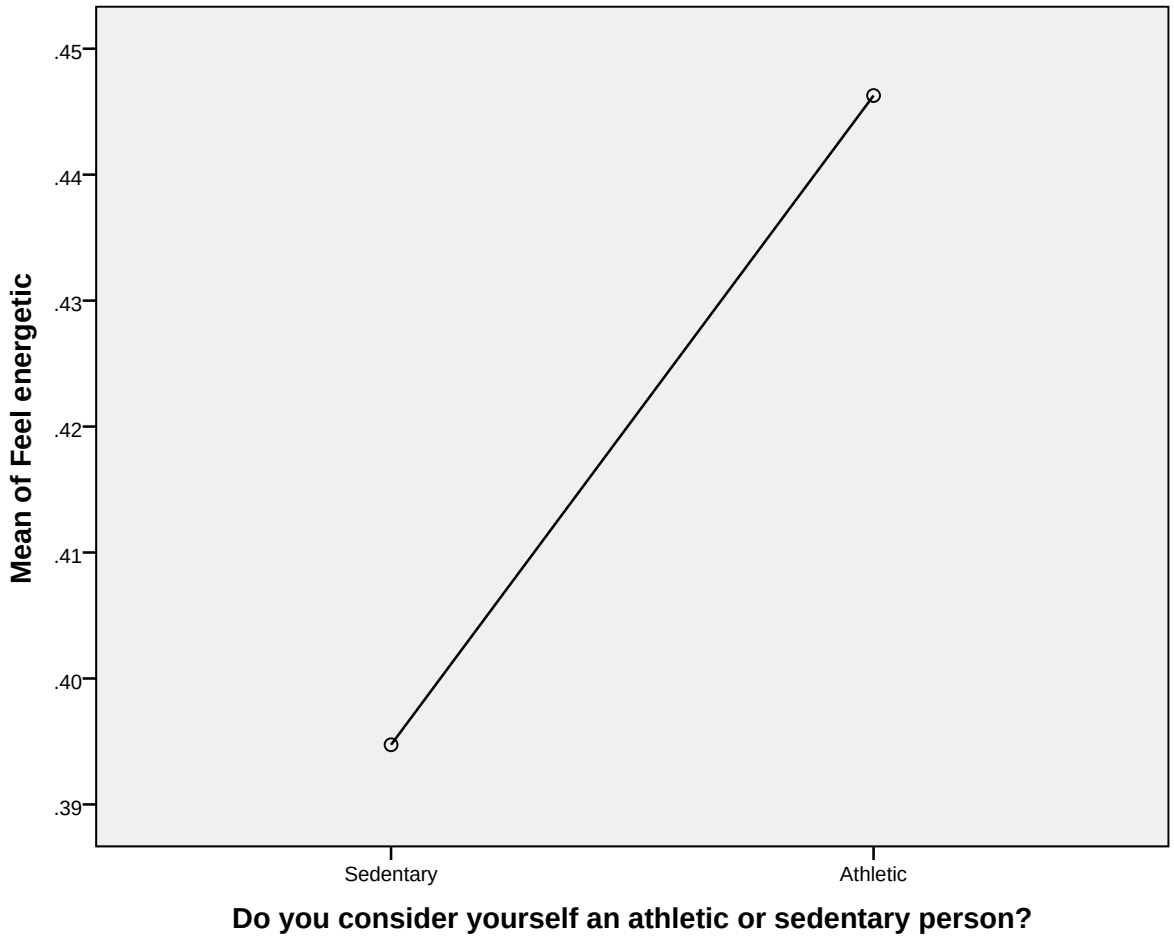
Means Plots

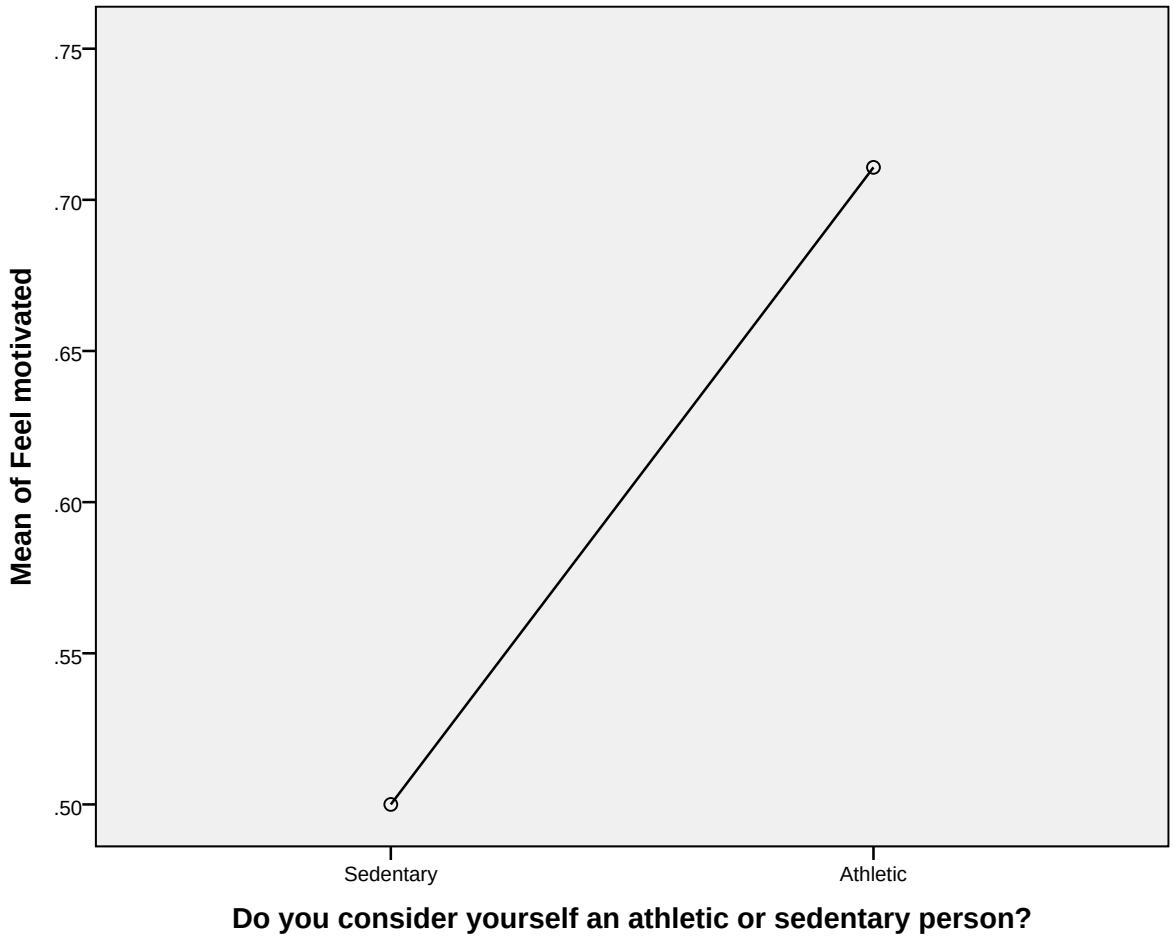


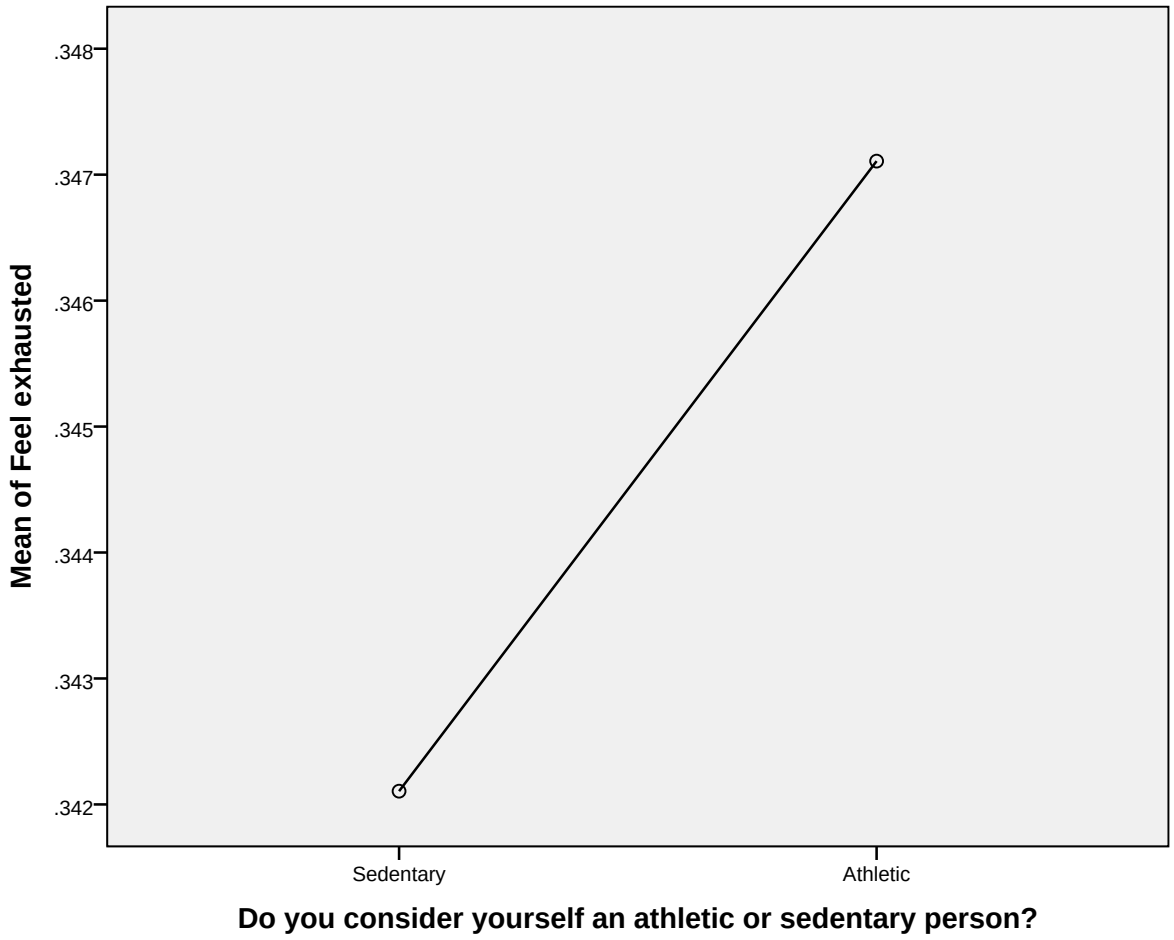

Mean of What is the average frequency of training sessions per week?
2.50
2.25
2.00
1.75
1.50
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?

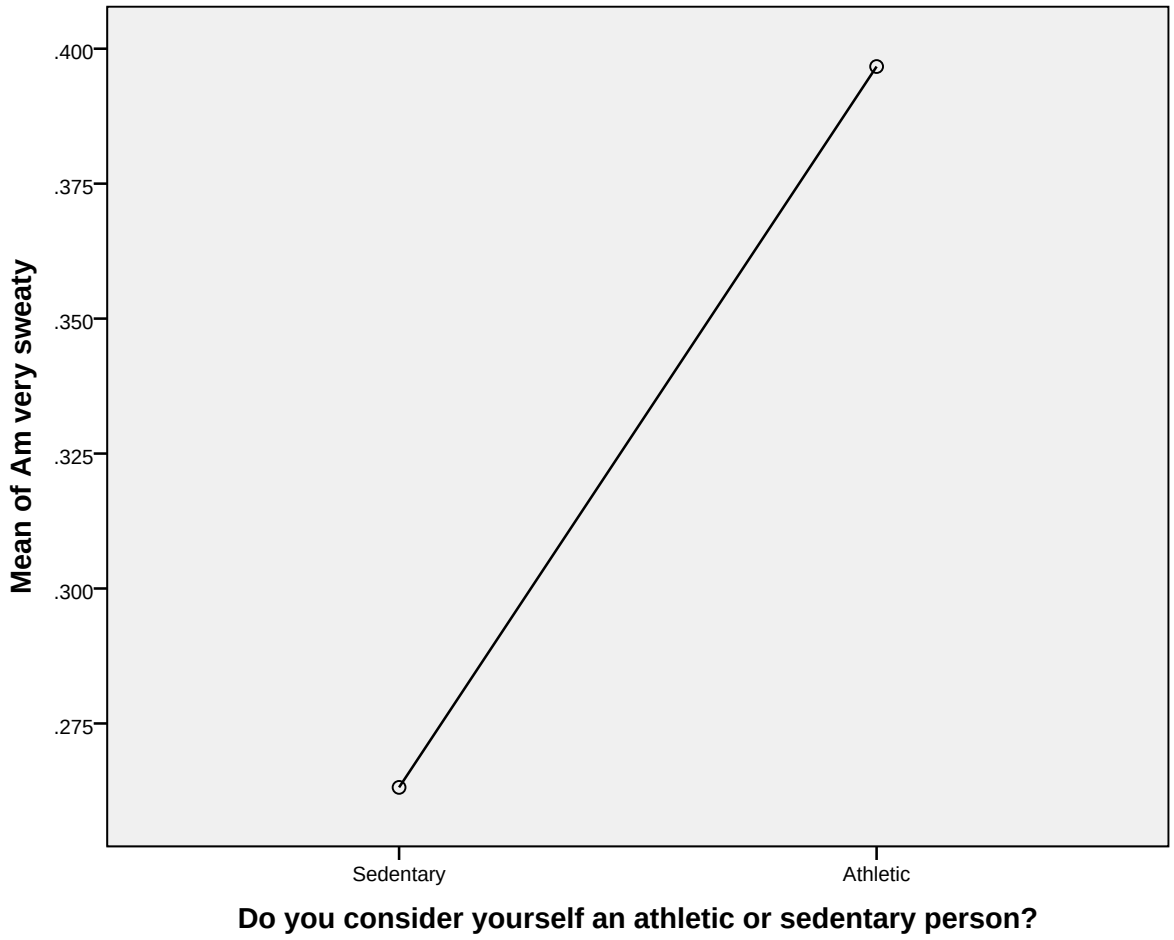

.142
.140
.138
.136
.134
.132
.130
Mean of Sweat right away
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?

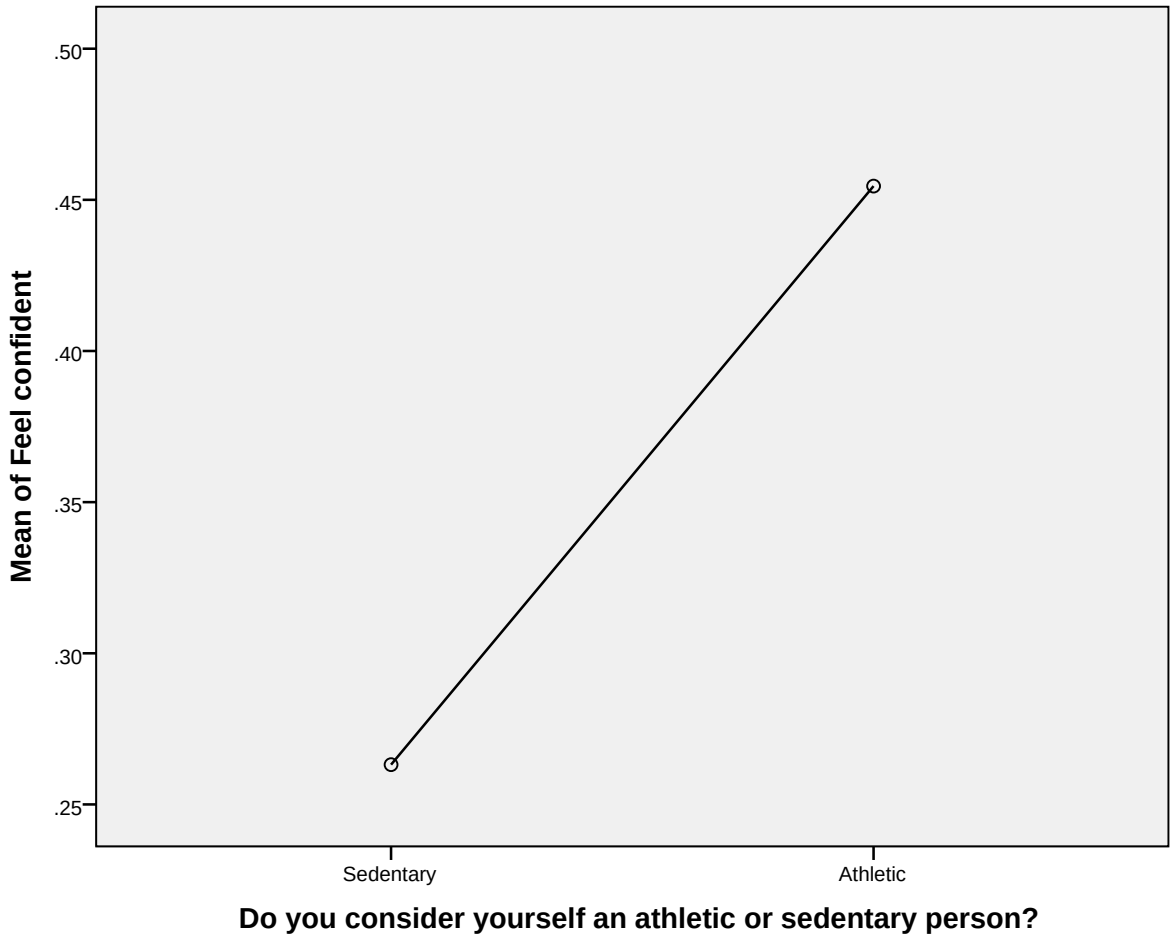

Mean of Feel shortness of breath
.20
.18
.16
.14
.12
.10
.08
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?

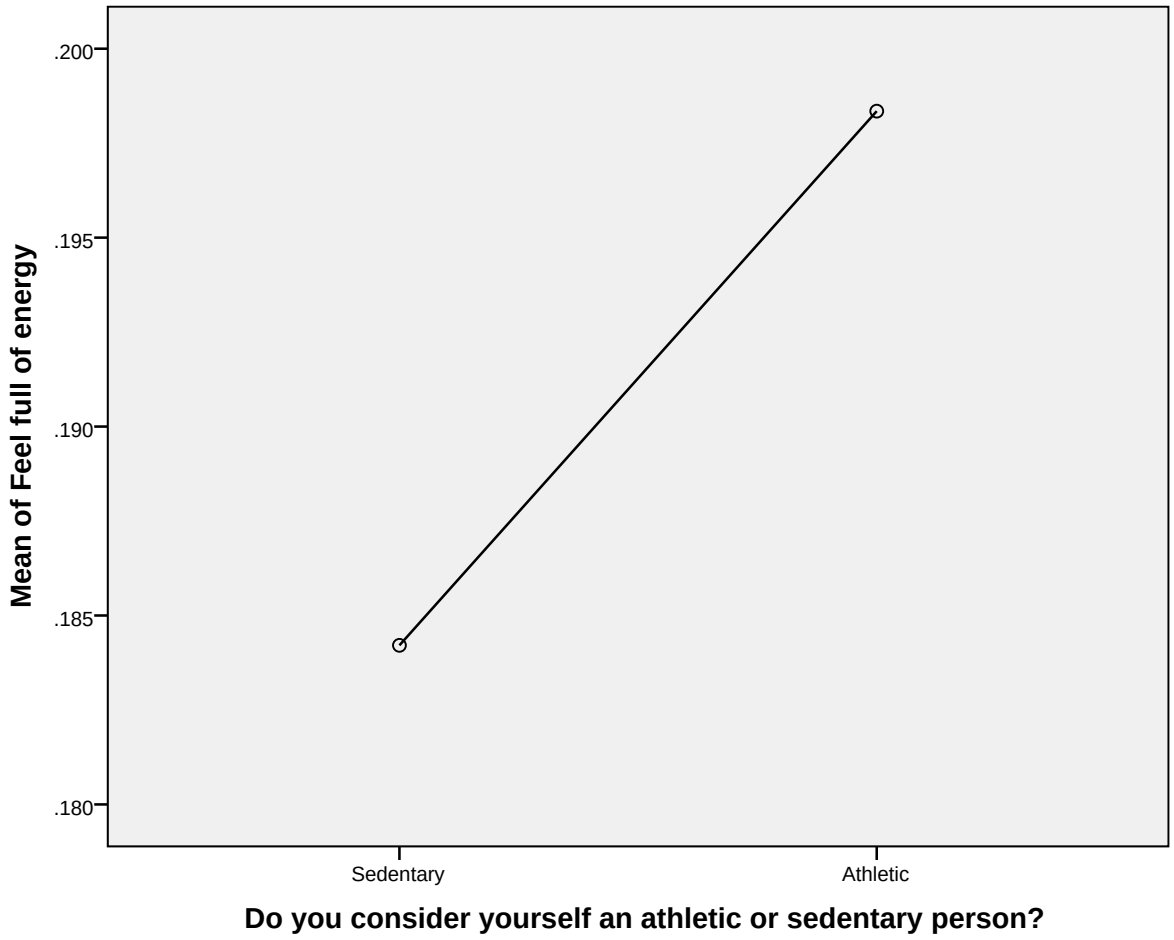

Mean of Feel energetic
.45
.44
.43
.42
.41
.40
.39
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?

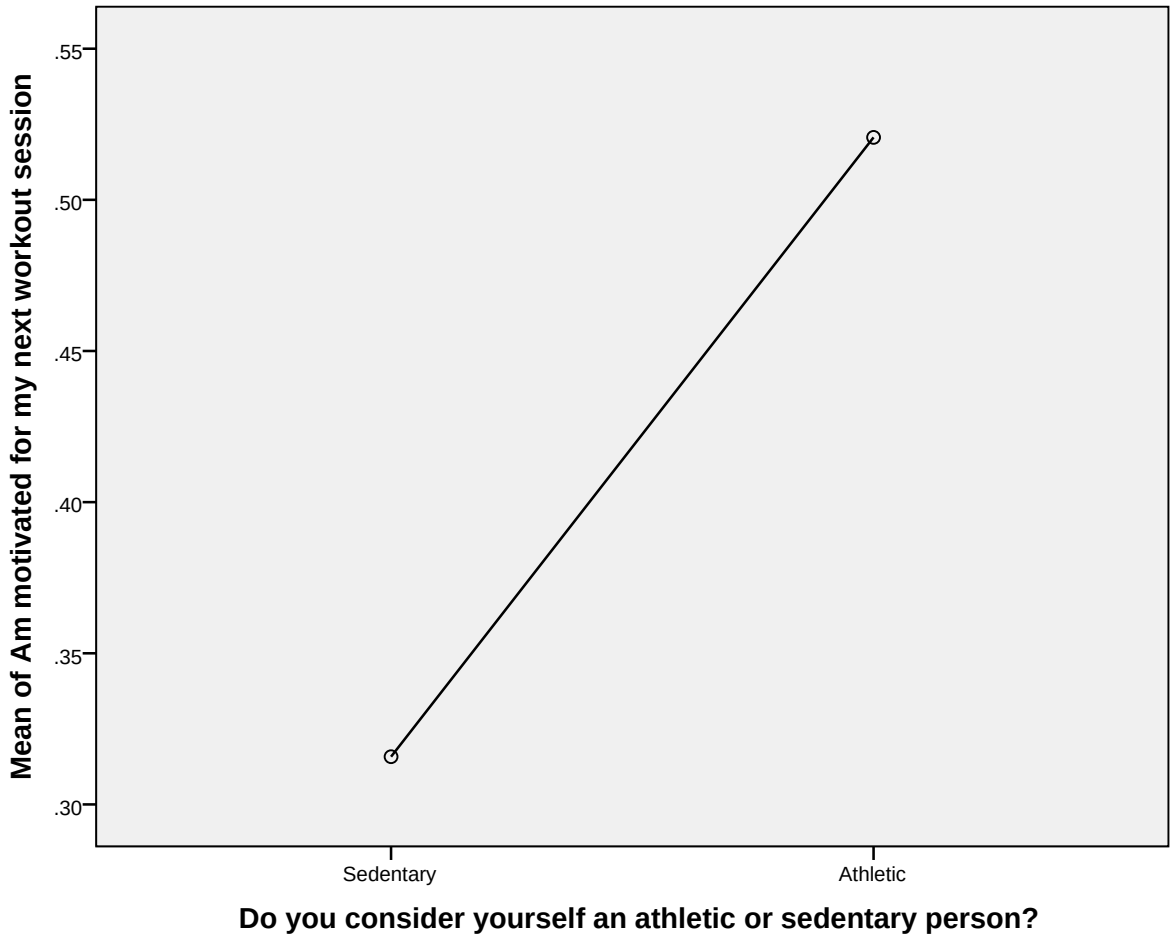

.75
.70
.65
.60
.55
.50
Mean of Feel motivated
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?


Mean of Feel exhausted
.348
.347
.346
.345
.344
.343
.342
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?


.400
.375
.350
.325
.300
.275
Mean of Am very sweaty
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?


.50
.45
.40
.35
.30
.25
Mean of Feel confident
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?


.200
.195
.190
.185
.180
Mean of Feel full of energy
Sedentary
Athletic
Do you consider yourself an athletic or sedentary person?

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iradoa Sentirmeconfiante
    SentirmecheioadeenergiaBY Emmédiaquantassessõesdetreinorealizaporseman
a
  /STATISTICS DESCRIPTIVES EFFECTS HOMOGENEITY
  /PLOT MEANS
  /MISSING LISTWISE
  /POSTHOC=TUKEY ALPHA(0.05).
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Oneway

Notes

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	Split File	<none>
	N of Rows in Working Data File	159
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for all analyses are based on cases with no missing data for any variable used.
Syntax		ONEWAY Consideraseumapessoaatléticaousedentária Transpirardeimediato Sentirmeofegante Sentirmeenergéticoa Sentirmemotivadoa Sentirmeexaustoa Estarmuitotranspiradoa Sentirmeconfiante Sentirmecheioadeenergia BY Emmédiaquantassessõesdetreinorealizaporsemana /STATISTICS DESCRIPTIVES EFFECTS HOMOGENEITY /PLOT MEANS /MISSING LISTWISE /POSTHOC=TUKEY ALPHA(0.05).
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	Elapsed Time	00:00:00.92

Descriptives

			N	Mean	Std. Deviation
Do you consider yourself an athletic or sedentary person?	1-2		54	.54	.503
	3-4		49	.82	.391
	4-5		31	.97	.180
	6-7		18	.94	.236
	7-8		5	.80	.447
	Total		157	.76	.426
	Model	Fixed Effects			.393
		Random Effects			
Sweat right away	1-2		54	.06	.231
	3-4		49	.10	.306
	4-5		31	.35	.486
	6-7		18	.17	.383
	7-8		5	.00	.000
	Total		157	.14	.348
	Model	Fixed Effects			.334
		Random Effects			
Feel shortness of breath	1-2		54	.17	.376
	3-4		49	.06	.242
	4-5		31	.16	.374
	6-7		18	.06	.236
	7-8		5	.20	.447
	Total		157	.12	.327
	Model	Fixed Effects			.327
		Random Effects			
Feel energetic	1-2		54	.52	.504
	3-4		49	.35	.481
	4-5		31	.39	.495
	6-7		18	.50	.514
	7-8		5	.40	.548
	Total		157	.43	.497
	Model	Fixed Effects			.498
		Random Effects			
Feel motivated	1-2		54	.65	.482
	3-4		49	.73	.446
	4-5		31	.61	.495
	6-7		18	.67	.485
	7-8		5	.40	.548
	Total		157	.66	.474
	Model	Fixed Effects			.476
		Random Effects			

Descriptives

				95% Confidence Interval for Mean	
			Std. Error	Lower Bound	Upper Bound
Do you consider yourself an athletic or sedentary person?	1-2		.068	.40	.67
	3-4		.056	.70	.93
	4-5		.032	.90	1.03
	6-7		.056	.83	1.06
	7-8		.200	.24	1.36
	Total		.034	.70	.83
	Model	Fixed Effects	.031	.70	.83
		Random Effects	.104	.48	1.05
Sweat right away	1-2		.031	-.01	.12
	3-4		.044	.01	.19
	4-5		.087	.18	.53
	6-7		.090	-.02	.36
	7-8		.000	.00	.00
	Total		.028	.09	.20
	Model	Fixed Effects	.027	.09	.19
		Random Effects	.066	-.04	.32
Feel shortness of breath	1-2		.051	.06	.27
	3-4		.035	-.01	.13
	4-5		.067	.02	.30
	6-7		.056	-.06	.17
	7-8		.200	-.36	.76
	Total		.026	.07	.17
	Model	Fixed Effects	.026	.07	.17
		Random Effects	.027	.05	.20
Feel energetic	1-2		.069	.38	.66
	3-4		.069	.21	.49
	4-5		.089	.21	.57
	6-7		.121	.24	.76
	7-8		.245	-.28	1.08
	Total		.040	.35	.51
	Model	Fixed Effects	.040	.35	.51
		Random Effects	.040[a]	.32[a]	.54[a]
Feel motivated	1-2		.066	.52	.78
	3-4		.064	.61	.86
	4-5		.089	.43	.79
	6-7		.114	.43	.91
	7-8		.245	-.28	1.08
	Total		.038	.59	.74
	Model	Fixed Effects	.038	.59	.74
		Random Effects	.038[a]	.56[a]	.77[a]

Descriptives

			Minimum	Maximum	Between-Component Variance
Do you consider yourself an athletic or sedentary person?	1-2		0	1	
	3-4		0	1	
	4-5		0	1	
	6-7		0	1	
	7-8		0	1	
	Total		0	1	
	Model	Fixed Effects			
		Random Effects			.036
Sweat right away	1-2		0	1	
	3-4		0	1	
	4-5		0	1	
	6-7		0	1	
	7-8		0	0	
	Total		0	1	
	Model	Fixed Effects			
		Random Effects			.014
Feel shortness of breath	1-2		0	1	
	3-4		0	1	
	4-5		0	1	
	6-7		0	1	
	7-8		0	1	
	Total		0	1	
	Model	Fixed Effects			
		Random Effects			.000
Feel energetic	1-2		0	1	
	3-4		0	1	
	4-5		0	1	
	6-7		0	1	
	7-8		0	1	
	Total		0	1	
	Model	Fixed Effects			
		Random Effects			-.001
Feel motivated	1-2		0	1	
	3-4		0	1	
	4-5		0	1	
	6-7		0	1	
	7-8		0	1	
	Total		0	1	
	Model	Fixed Effects			
		Random Effects			-.002

Descriptives

			N	Mean	Std. Deviation
Feel exhausted	1-2		54	.41	.496
	3-4		49	.27	.446
	4-5		31	.29	.461
	6-7		18	.56	.511
	7-8		5	.20	.447
	Total		157	.35	.479
	Model	Fixed Effects			.474
		Random Effects			
Am very sweaty	1-2		54	.26	.442
	3-4		49	.37	.487
	4-5		31	.65	.486
	6-7		18	.33	.485
	7-8		5	.00	.000
	Total		157	.37	.484
	Model	Fixed Effects			.465
		Random Effects			
Feel confident	1-2		54	.35	.482
	3-4		49	.37	.487
	4-5		31	.52	.508
	6-7		18	.50	.514
	7-8		5	.60	.548
	Total		157	.41	.494
	Model	Fixed Effects			.494
		Random Effects			
Feel full of energy	1-2		54	.15	.359
	3-4		49	.27	.446
	4-5		31	.16	.374
	6-7		18	.22	.428
	7-8		5	.20	.447
	Total		157	.20	.399
	Model	Fixed Effects			.401
		Random Effects			

Descriptives

				95% Confidence Interval for Mean	
			Std. Error	Lower Bound	Upper Bound
Feel exhausted	1-2		.067	.27	.54
	3-4		.064	.14	.39
	4-5		.083	.12	.46
	6-7		.121	.30	.81
	7-8		.200	-.36	.76
	Total		.038	.27	.43
	Model	Fixed Effects	.038	.28	.43
		Random Effects	.054	.20	.50
Am very sweaty	1-2		.060	.14	.38
	3-4		.070	.23	.51
	4-5		.087	.47	.82
	6-7		.114	.09	.57
	7-8		.000	.00	.00
	Total		.039	.29	.45
	Model	Fixed Effects	.037	.30	.44
		Random Effects	.090	.12	.62
Feel confident	1-2		.066	.22	.48
	3-4		.070	.23	.51
	4-5		.091	.33	.70
	6-7		.121	.24	.76
	7-8		.245	-.08	1.28
	Total		.039	.34	.49
	Model	Fixed Effects	.039	.34	.49
		Random Effects	.039[a]	.30[a]	.52[a]
Feel full of energy	1-2		.049	.05	.25
	3-4		.064	.14	.39
	4-5		.067	.02	.30
	6-7		.101	.01	.43
	7-8		.200	-.36	.76
	Total		.032	.13	.26
	Model	Fixed Effects	.032	.13	.26
		Random Effects	.032[a]	.11[a]	.29[a]

Descriptives

			Minimum	Maximum	Between-Component Variance
Feel exhausted	1-2		0	1	
	3-4		0	1	
	4-5		0	1	
	6-7		0	1	
	7-8		0	1	
	Total		0	1	
	Model	Fixed Effects			
		Random Effects			.005
Am very sweaty	1-2		0	1	
	3-4		0	1	
	4-5		0	1	
	6-7		0	1	
	7-8		0	0	
	Total		0	1	
	Model	Fixed Effects			
		Random Effects			.025
Feel confident	1-2		0	1	
	3-4		0	1	
	4-5		0	1	
	6-7		0	1	
	7-8		0	1	
	Total		0	1	
	Model	Fixed Effects			
		Random Effects			.000
Feel full of energy	1-2		0	1	
	3-4		0	1	
	4-5		0	1	
	6-7		0	1	
	7-8		0	1	
	Total		0	1	
	Model	Fixed Effects			
		Random Effects			-.002

a. Warning: Between-component variance is negative. It was replaced by 0.0 in computing this random effects measure.

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Do you consider yourself an athletic or sedentary person?	35.222	4	152	.000
Sweat right away	15.855	4	152	.000
Feel shortness of breath	4.771	4	152	.001
Feel energetic	1.630	4	152	.169
Feel motivated	1.708	4	152	.151
Feel exhausted	3.482	4	152	.009
Am very sweaty	9.883	4	152	.000
Feel confident	1.055	4	152	.381
Feel full of energy	2.471	4	152	.047

ANOVA

		Sum of Squares	df	Mean Square	F
Do you consider yourself an athletic or sedentary person?	Between Groups	4.795	4	1.199	7.759
	Within Groups	23.485	152	.155	
	Total	28.280	156		
Sweat right away	Between Groups	1.997	4	.499	4.486
	Within Groups	16.920	152	.111	
	Total	18.917	156		
Feel shortness of breath	Between Groups	.446	4	.112	1.043
	Within Groups	16.254	152	.107	
	Total	16.701	156		
Feel energetic	Between Groups	.909	4	.227	.918
	Within Groups	37.638	152	.248	
	Total	38.548	156		
Feel motivated	Between Groups	.688	4	.172	.759
	Within Groups	34.421	152	.226	
	Total	35.108	156		
Feel exhausted	Between Groups	1.513	4	.378	1.680
	Within Groups	34.220	152	.225	
	Total	35.732	156		
Am very sweaty	Between Groups	3.718	4	.930	4.301
	Within Groups	32.855	152	.216	
	Total	36.573	156		
Feel confident	Between Groups	.945	4	.236	.966
	Within Groups	37.145	152	.244	
	Total	38.089	156		
Feel full of energy	Between Groups	.408	4	.102	.634
	Within Groups	24.470	152	.161	
	Total	24.879	156		

ANOVA

		Sig.
Do you consider yourself an athletic or sedentary person?	Between Groups	.000
	Within Groups	
	Total	
Sweat right away	Between Groups	.002
	Within Groups	
	Total	
Feel shortness of breath	Between Groups	.387
	Within Groups	
	Total	
Feel energetic	Between Groups	.455
	Within Groups	
	Total	
Feel motivated	Between Groups	.553
	Within Groups	
	Total	
Feel exhausted	Between Groups	.157
	Within Groups	
	Total	
Am very sweaty	Between Groups	.003
	Within Groups	
	Total	
Feel confident	Between Groups	.428
	Within Groups	
	Total	
Feel full of energy	Between Groups	.639
	Within Groups	
	Total	

Post Hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Mean Difference (I-J)
Do you consider yourself an athletic or sedentary person?	1-2	3-4	-.279*
		4-5	-.431*
		6-7	-.407*
		7-8	-.263
	3-4	1-2	.279*
		4-5	-.151
		6-7	-.128
		7-8	.016
	4-5	1-2	.431*
		3-4	.151
		6-7	.023
		7-8	.168
	6-7	1-2	.407*
		3-4	.128
		4-5	-.023
		7-8	.144
	7-8	1-2	.263
		3-4	-.016
		4-5	-.168
		6-7	-.144
Sweat right away	1-2	3-4	-.046
		4-5	-.299*
		6-7	-.111
		7-8	.056
	3-4	1-2	.046
		4-5	-.253*
		6-7	-.065
		7-8	.102
	4-5	1-2	.299*
		3-4	.253*
		6-7	.188
		7-8	.355
	6-7	1-2	.111
		3-4	.065
		4-5	-.188
		7-8	.167
	7-8	1-2	-.056
		3-4	-.102

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Std. Error
Do you consider yourself an athletic or sedentary person?	1-2	3-4	.078
		4-5	.089
		6-7	.107
		7-8	.184
	3-4	1-2	.078
		4-5	.090
		6-7	.108
		7-8	.185
	4-5	1-2	.089
		3-4	.090
		6-7	.116
		7-8	.189
	6-7	1-2	.107
		3-4	.108
		4-5	.116
		7-8	.199
	7-8	1-2	.184
		3-4	.185
		4-5	.189
		6-7	.199
Sweat right away	1-2	3-4	.066
		4-5	.075
		6-7	.091
		7-8	.156
	3-4	1-2	.066
		4-5	.077
		6-7	.092
		7-8	.157
	4-5	1-2	.075
		3-4	.077
		6-7	.099
		7-8	.161
	6-7	1-2	.091
		3-4	.092
		4-5	.099
		7-8	.169
	7-8	1-2	.156
		3-4	.157

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Sig.
Do you consider yourself an athletic or sedentary person?	1-2	3-4	.004
		4-5	.000
		6-7	.002
		7-8	.609
	3-4	1-2	.004
		4-5	.450
		6-7	.761
		7-8	1.000
	4-5	1-2	.000
		3-4	.450
		6-7	1.000
		7-8	.902
	6-7	1-2	.002
		3-4	.761
		4-5	1.000
		7-8	.950
	7-8	1-2	.609
		3-4	1.000
		4-5	.902
		6-7	.950
Sweat right away	1-2	3-4	.955
		4-5	.001
		6-7	.738
		7-8	.997
	3-4	1-2	.955
		4-5	.010
		6-7	.956
		7-8	.966
	4-5	1-2	.001
		3-4	.010
		6-7	.320
		7-8	.183
	6-7	1-2	.738
		3-4	.956
		4-5	.320
		7-8	.860
	7-8	1-2	.997
		3-4	.966

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% ... Lower Bound
Do you consider yourself an athletic or sedentary person?	1-2	3-4	-.49
		4-5	-.68
		6-7	-.70
		7-8	-.77
	3-4	1-2	.07
		4-5	-.40
		6-7	-.43
		7-8	-.49
	4-5	1-2	.19
		3-4	-.10
		6-7	-.30
		7-8	-.36
	6-7	1-2	.11
		3-4	-.17
		4-5	-.34
		7-8	-.40
	7-8	1-2	-.24
		3-4	-.53
		4-5	-.69
		6-7	-.69
Sweat right away	1-2	3-4	-.23
		4-5	-.51
		6-7	-.36
		7-8	-.38
	3-4	1-2	-.14
		4-5	-.46
		6-7	-.32
		7-8	-.33
	4-5	1-2	.09
		3-4	.04
		6-7	-.08
		7-8	-.09
	6-7	1-2	-.14
		3-4	-.19
		4-5	-.46
		7-8	-.30
	7-8	1-2	-.49
		3-4	-.53

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% Confidence . Upper Bound
Do you consider yourself an athletic or sedentary person?	1-2	3-4	-.07
		4-5	-.19
		6-7	-.11
		7-8	.24
	3-4	1-2	.49
		4-5	.10
		6-7	.17
		7-8	.53
	4-5	1-2	.68
		3-4	.40
		6-7	.34
		7-8	.69
	6-7	1-2	.70
		3-4	.43
		4-5	.30
		7-8	.69
	7-8	1-2	.77
		3-4	.49
		4-5	.36
		6-7	.40
Sweat right away	1-2	3-4	.14
		4-5	-.09
		6-7	.14
		7-8	.49
	3-4	1-2	.23
		4-5	-.04
		6-7	.19
		7-8	.53
	4-5	1-2	.51
		3-4	.46
		6-7	.46
		7-8	.80
	6-7	1-2	.36
		3-4	.32
		4-5	.08
		7-8	.63
	7-8	1-2	.38
		3-4	.33

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Mean Difference (I-J)
		4-5	-.355
		6-7	-.167
Feel shortness of breath	1-2	3-4	.105
		4-5	.005
		6-7	.111
		7-8	-.033
	3-4	1-2	-.105
		4-5	-.100
		6-7	.006
		7-8	-.139
	4-5	1-2	-.005
		3-4	.100
		6-7	.106
		7-8	-.039
	6-7	1-2	-.111
		3-4	-.006
		4-5	-.106
		7-8	-.144
	7-8	1-2	.033
		3-4	.139
		4-5	.039
		6-7	.144
Feel energetic	1-2	3-4	.172
		4-5	.131
		6-7	.019
		7-8	.119
	3-4	1-2	-.172
		4-5	-.040
		6-7	-.153
		7-8	-.053
	4-5	1-2	-.131
		3-4	.040
		6-7	-.113
		7-8	-.013
	6-7	1-2	-.019
		3-4	.153
		4-5	.113
		7-8	.100
	7-8	1-2	-.119
		3-4	.053

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Std. Error
		4-5	.161
		6-7	.169
Feel shortness of breath	1-2	3-4	.065
		4-5	.074
		6-7	.089
		7-8	.153
	3-4	1-2	.065
		4-5	.075
		6-7	.090
		7-8	.154
	4-5	1-2	.074
		3-4	.075
		6-7	.097
		7-8	.158
	6-7	1-2	.089
		3-4	.090
		4-5	.097
		7-8	.165
	7-8	1-2	.153
		3-4	.154
		4-5	.158
		6-7	.165
Feel energetic	1-2	3-4	.098
		4-5	.112
		6-7	.135
		7-8	.233
	3-4	1-2	.098
		4-5	.114
		6-7	.137
		7-8	.234
	4-5	1-2	.112
		3-4	.114
		6-7	.147
		7-8	.240
	6-7	1-2	.135
		3-4	.137
		4-5	.147
		7-8	.252
	7-8	1-2	.233
		3-4	.234

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Sig.
		4-5	.183
		6-7	.860
Feel shortness of breath	1-2	3-4	.478
		4-5	1.000
		6-7	.723
		7-8	.999
	3-4	1-2	.478
		4-5	.671
		6-7	1.000
		7-8	.895
	4-5	1-2	1.000
		3-4	.671
		6-7	.811
		7-8	.999
	6-7	1-2	.723
		3-4	1.000
		4-5	.811
		7-8	.906
	7-8	1-2	.999
		3-4	.895
		4-5	.999
		6-7	.906
Feel energetic	1-2	3-4	.408
		4-5	.767
		6-7	1.000
		7-8	.986
	3-4	1-2	.408
		4-5	.997
		6-7	.798
		7-8	.999
	4-5	1-2	.767
		3-4	.997
		6-7	.940
		7-8	1.000
	6-7	1-2	1.000
		3-4	.798
		4-5	.940
		7-8	.995
	7-8	1-2	.986
		3-4	.999

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% ... Lower Bound
		4-5	-.80
		6-7	-.63
Feel shortness of breath	1-2	3-4	-.07
		4-5	-.20
		6-7	-.13
		7-8	-.46
	3-4	1-2	-.28
		4-5	-.31
		6-7	-.24
		7-8	-.56
	4-5	1-2	-.21
		3-4	-.11
		6-7	-.16
		7-8	-.47
	6-7	1-2	-.36
		3-4	-.25
		4-5	-.37
		7-8	-.60
	7-8	1-2	-.39
		3-4	-.29
		4-5	-.40
		6-7	-.31
Feel energetic	1-2	3-4	-.10
		4-5	-.18
		6-7	-.36
		7-8	-.52
	3-4	1-2	-.44
		4-5	-.36
		6-7	-.53
		7-8	-.70
	4-5	1-2	-.44
		3-4	-.28
		6-7	-.52
		7-8	-.67
	6-7	1-2	-.39
		3-4	-.23
		4-5	-.29
		7-8	-.59
	7-8	1-2	-.76
		3-4	-.59

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% Confidence . Upper Bound
		4-5	.09
		6-7	.30
Feel shortness of breath	1-2	3-4	.28
		4-5	.21
		6-7	.36
		7-8	.39
	3-4	1-2	.07
		4-5	.11
		6-7	.25
		7-8	.29
	4-5	1-2	.20
		3-4	.31
		6-7	.37
		7-8	.40
	6-7	1-2	.13
		3-4	.24
		4-5	.16
		7-8	.31
	7-8	1-2	.46
		3-4	.56
		4-5	.47
		6-7	.60
Feel energetic	1-2	3-4	.44
		4-5	.44
		6-7	.39
		7-8	.76
	3-4	1-2	.10
		4-5	.28
		6-7	.23
		7-8	.59
	4-5	1-2	.18
		3-4	.36
		6-7	.29
		7-8	.65
	6-7	1-2	.36
		3-4	.53
		4-5	.52
		7-8	.79
	7-8	1-2	.52
		3-4	.70

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Mean Difference (I-J)
		4-5	.013
		6-7	-.100
Feel motivated	1-2	3-4	-.087
		4-5	.035
		6-7	-.019
		7-8	.248
	3-4	1-2	.087
		4-5	.122
		6-7	.068
		7-8	.335
	4-5	1-2	-.035
		3-4	-.122
		6-7	-.054
		7-8	.213
	6-7	1-2	.019
		3-4	-.068
		4-5	.054
		7-8	.267
	7-8	1-2	-.248
		3-4	-.335
		4-5	-.213
		6-7	-.267
Feel exhausted	1-2	3-4	.142
		4-5	.117
		6-7	-.148
		7-8	.207
	3-4	1-2	-.142
		4-5	-.025
		6-7	-.290
		7-8	.065
	4-5	1-2	-.117
		3-4	.025
		6-7	-.265
		7-8	.090
	6-7	1-2	.148
		3-4	.290
		4-5	.265
		7-8	.356
	7-8	1-2	-.207
		3-4	-.065

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Std. Error
		4-5	.240
		6-7	.252
Feel motivated	1-2	3-4	.094
		4-5	.107
		6-7	.130
		7-8	.222
	3-4	1-2	.094
		4-5	.109
		6-7	.131
		7-8	.223
	4-5	1-2	.107
		3-4	.109
		6-7	.141
		7-8	.229
	6-7	1-2	.130
		3-4	.131
		4-5	.141
		7-8	.241
	7-8	1-2	.222
		3-4	.223
		4-5	.229
		6-7	.241
Feel exhausted	1-2	3-4	.094
		4-5	.107
		6-7	.129
		7-8	.222
	3-4	1-2	.094
		4-5	.109
		6-7	.131
		7-8	.223
	4-5	1-2	.107
		3-4	.109
		6-7	.141
		7-8	.229
	6-7	1-2	.129
		3-4	.131
		4-5	.141
		7-8	.240
	7-8	1-2	.222
		3-4	.223

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Sig.
		4-5	1.000
		6-7	.995
Feel motivated	1-2	3-4	.888
		4-5	.997
		6-7	1.000
		7-8	.798
	3-4	1-2	.888
		4-5	.798
		6-7	.985
		7-8	.565
	4-5	1-2	.997
		3-4	.798
		6-7	.995
		7-8	.886
	6-7	1-2	1.000
		3-4	.985
		4-5	.995
		7-8	.802
	7-8	1-2	.798
		3-4	.565
		4-5	.886
		6-7	.802
Feel exhausted	1-2	3-4	.552
		4-5	.809
		6-7	.781
		7-8	.883
	3-4	1-2	.552
		4-5	.999
		6-7	.178
		7-8	.998
	4-5	1-2	.809
		3-4	.999
		6-7	.329
		7-8	.995
	6-7	1-2	.781
		3-4	.178
		4-5	.329
		7-8	.576
	7-8	1-2	.883
		3-4	.998

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% ... Lower Bound
		4-5	-.65
		6-7	-.79
Feel motivated	1-2	3-4	-.35
		4-5	-.26
		6-7	-.38
		7-8	-.37
	3-4	1-2	-.17
		4-5	-.18
		6-7	-.29
		7-8	-.28
	4-5	1-2	-.33
		3-4	-.42
		6-7	-.44
		7-8	-.42
	6-7	1-2	-.34
		3-4	-.43
		4-5	-.34
		7-8	-.40
	7-8	1-2	-.86
		3-4	-.95
		4-5	-.85
		6-7	-.93
Feel exhausted	1-2	3-4	-.12
		4-5	-.18
		6-7	-.50
		7-8	-.40
	3-4	1-2	-.40
		4-5	-.33
		6-7	-.65
		7-8	-.55
	4-5	1-2	-.41
		3-4	-.28
		6-7	-.65
		7-8	-.54
	6-7	1-2	-.21
		3-4	-.07
		4-5	-.12
		7-8	-.31
	7-8	1-2	-.82
		3-4	-.68

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% Confidence . Upper Bound
		4-5	.67
		6-7	.59
Feel motivated	1-2	3-4	.17
		4-5	.33
		6-7	.34
		7-8	.86
	3-4	1-2	.35
		4-5	.42
		6-7	.43
		7-8	.95
	4-5	1-2	.26
		3-4	.18
		6-7	.34
		7-8	.85
	6-7	1-2	.38
		3-4	.29
		4-5	.44
		7-8	.93
	7-8	1-2	.37
		3-4	.28
		4-5	.42
		6-7	.40
Feel exhausted	1-2	3-4	.40
		4-5	.41
		6-7	.21
		7-8	.82
	3-4	1-2	.12
		4-5	.28
		6-7	.07
		7-8	.68
	4-5	1-2	.18
		3-4	.33
		6-7	.12
		7-8	.72
	6-7	1-2	.50
		3-4	.65
		4-5	.65
		7-8	1.02
	7-8	1-2	.40
		3-4	.55

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Mean Difference (I-J)
		4-5	-.090
		6-7	-.356
Am very sweaty	1-2	3-4	-.108
		4-5	-.386*
		6-7	-.074
		7-8	.259
	3-4	1-2	.108
		4-5	-.278
		6-7	.034
		7-8	.367
	4-5	1-2	.386*
		3-4	.278
		6-7	.312
		7-8	.645*
	6-7	1-2	.074
		3-4	-.034
		4-5	-.312
		7-8	.333
	7-8	1-2	-.259
		3-4	-.367
		4-5	-.645*
		6-7	-.333
Feel confident	1-2	3-4	-.015
		4-5	-.164
		6-7	-.148
		7-8	-.248
	3-4	1-2	.015
		4-5	-.149
		6-7	-.133
		7-8	-.233
	4-5	1-2	.164
		3-4	.149
		6-7	.016
		7-8	-.084
	6-7	1-2	.148
		3-4	.133
		4-5	-.016
		7-8	-.100
	7-8	1-2	.248
		3-4	.233

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Std. Error
		4-5	.229
		6-7	.240
Am very sweaty	1-2	3-4	.092
		4-5	.105
		6-7	.127
		7-8	.217
	3-4	1-2	.092
		4-5	.107
		6-7	.128
		7-8	.218
	4-5	1-2	.105
		3-4	.107
		6-7	.138
		7-8	.224
	6-7	1-2	.127
		3-4	.128
		4-5	.138
		7-8	.235
	7-8	1-2	.217
		3-4	.218
		4-5	.224
		6-7	.235
Feel confident	1-2	3-4	.098
		4-5	.111
		6-7	.135
		7-8	.231
	3-4	1-2	.098
		4-5	.113
		6-7	.136
		7-8	.232
	4-5	1-2	.111
		3-4	.113
		6-7	.146
		7-8	.238
	6-7	1-2	.135
		3-4	.136
		4-5	.146
		7-8	.250
	7-8	1-2	.231
		3-4	.232

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Sig.
		4-5	.995
		6-7	.576
Am very sweaty	1-2	3-4	.764
		4-5	.003
		6-7	.977
		7-8	.755
	3-4	1-2	.764
		4-5	.075
		6-7	.999
		7-8	.448
	4-5	1-2	.003
		3-4	.075
		6-7	.163
		7-8	.036
	6-7	1-2	.977
		3-4	.999
		4-5	.163
		7-8	.617
	7-8	1-2	.755
		3-4	.448
		4-5	.036
		6-7	.617
Feel confident	1-2	3-4	1.000
		4-5	.580
		6-7	.806
		7-8	.820
	3-4	1-2	1.000
		4-5	.685
		6-7	.867
		7-8	.854
	4-5	1-2	.580
		3-4	.685
		6-7	1.000
		7-8	.997
	6-7	1-2	.806
		3-4	.867
		4-5	1.000
		7-8	.995
	7-8	1-2	.820
		3-4	.854

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% ... Lower Bound
		4-5	-.72
		6-7	-1.02
Am very sweaty	1-2	3-4	-.36
		4-5	-.68
		6-7	-.42
		7-8	-.34
	3-4	1-2	-.15
		4-5	-.57
		6-7	-.32
		7-8	-.24
	4-5	1-2	.10
		3-4	-.02
		6-7	-.07
		7-8	.03
	6-7	1-2	-.28
		3-4	-.39
		4-5	-.69
		7-8	-.32
	7-8	1-2	-.86
		3-4	-.97
		4-5	-1.26
		6-7	-.98
Feel confident	1-2	3-4	-.28
		4-5	-.47
		6-7	-.52
		7-8	-.89
	3-4	1-2	-.25
		4-5	-.46
		6-7	-.51
		7-8	-.87
	4-5	1-2	-.14
		3-4	-.16
		6-7	-.39
		7-8	-.74
	6-7	1-2	-.22
		3-4	-.24
		4-5	-.42
		7-8	-.79
	7-8	1-2	-.39
		3-4	-.41

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% Confidence . Upper Bound
		4-5	.54
		6-7	.31
Am very sweaty	1-2	3-4	.15
		4-5	-.10
		6-7	.28
		7-8	.86
	3-4	1-2	.36
		4-5	.02
		6-7	.39
		7-8	.97
	4-5	1-2	.68
		3-4	.57
		6-7	.69
		7-8	1.26
	6-7	1-2	.42
		3-4	.32
		4-5	.07
		7-8	.98
	7-8	1-2	.34
		3-4	.24
		4-5	-.03
		6-7	.32
Feel confident	1-2	3-4	.25
		4-5	.14
		6-7	.22
		7-8	.39
	3-4	1-2	.28
		4-5	.16
		6-7	.24
		7-8	.41
	4-5	1-2	.47
		3-4	.46
		6-7	.42
		7-8	.57
	6-7	1-2	.52
		3-4	.51
		4-5	.39
		7-8	.59
	7-8	1-2	.89
		3-4	.87

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Mean Difference (I-J)
		4-5	.084
		6-7	.100
Feel full of energy	1-2	3-4	-.117
		4-5	-.013
		6-7	-.074
		7-8	-.052
	3-4	1-2	.117
		4-5	.104
		6-7	.043
		7-8	.065
	4-5	1-2	.013
		3-4	-.104
		6-7	-.061
		7-8	-.039
	6-7	1-2	.074
		3-4	-.043
		4-5	.061
		7-8	.022
	7-8	1-2	.052
		3-4	-.065
		4-5	.039
		6-7	-.022

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Std. Error
		4-5	.238
		6-7	.250
Feel full of energy	1-2	3-4	.079
		4-5	.090
		6-7	.109
		7-8	.188
	3-4	1-2	.079
		4-5	.092
		6-7	.111
		7-8	.188
	4-5	1-2	.090
		3-4	.092
		6-7	.119
		7-8	.193
	6-7	1-2	.109
		3-4	.111
		4-5	.119
		7-8	.203
	7-8	1-2	.188
		3-4	.188
		4-5	.193
		6-7	.203

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	Sig.
		4-5	.997
		6-7	.995
Feel full of energy	1-2	3-4	.577
		4-5	1.000
		6-7	.961
		7-8	.999
	3-4	1-2	.577
		4-5	.791
		6-7	.995
		7-8	.997
	4-5	1-2	1.000
		3-4	.791
		6-7	.986
		7-8	1.000
	6-7	1-2	.961
		3-4	.995
		4-5	.986
		7-8	1.000
	7-8	1-2	.999
		3-4	.997
		4-5	1.000
		6-7	1.000

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% ... Lower Bound
		4-5	-.57
		6-7	-.59
Feel full of energy	1-2	3-4	-.34
		4-5	-.26
		6-7	-.38
		7-8	-.57
	3-4	1-2	-.10
		4-5	-.15
		6-7	-.26
		7-8	-.45
	4-5	1-2	-.24
		3-4	-.36
		6-7	-.39
		7-8	-.57
	6-7	1-2	-.23
		3-4	-.35
		4-5	-.27
		7-8	-.54
	7-8	1-2	-.47
		3-4	-.59
		4-5	-.50
		6-7	-.58

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) What is the average frequency of training sessions per week?	(J) What is the average frequency of training sessions per week?	95% Confidence . Upper Bound
		4-5	.74
		6-7	.79
Feel full of energy	1-2	3-4	.10
		4-5	.24
		6-7	.23
		7-8	.47
	3-4	1-2	.34
		4-5	.36
		6-7	.35
		7-8	.59
	4-5	1-2	.26
		3-4	.15
		6-7	.27
		7-8	.50
	6-7	1-2	.38
		3-4	.26
		4-5	.39
		7-8	.58
	7-8	1-2	.57
		3-4	.45
		4-5	.57
		6-7	.54

*. The mean difference is significant at the 0.05 level.

Homogeneous Subsets

Do you consider yourself an athletic or sedentary person?

Tukey HSD[a,b]

What is the average frequency of training sessions per week?	N	Subset for alpha = 0.05	
		1	2
1-2	54	.54	
7-8	5	.80	.80
3-4	49	.82	.82
6-7	18		.94
4-5	31		.97
Sig.		.288	.763

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 15.303.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Sweat right away

Tukey HSD[a,b]

What is the average frequency of training sessions per week?	N	Subset for alpha = 0.05	
		1	2
7-8	5	.00	
1-2	54	.06	.06
3-4	49	.10	.10
6-7	18	.17	.17
4-5	31		.35
Sig.		.640	.100

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 15.303.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Feel shortness of breath

Tukey HSD[a,b]

What is the average frequency of training sessions per week?	N	Subset for alpha = 0.05
		1
6-7	18	.06
3-4	49	.06
4-5	31	.16
1-2	54	.17
7-8	5	.20
Sig.		.739

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 15.303.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Feel energetic

Tukey HSD[a,b]

What is the average frequency of training sessions per week?	N	Subset for alpha = 0.05
		1
3-4	49	.35
4-5	31	.39
7-8	5	.40
6-7	18	.50
1-2	54	.52
Sig.		.875

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 15.303.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Feel motivated

Tukey HSD[a,b]

What is the average frequency of training sessions per week?	N	Subset for alpha = 0.05
		1
7-8	5	.40
4-5	31	.61
1-2	54	.65
6-7	18	.67
3-4	49	.73
Sig.		.298

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 15.303.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Feel exhausted

Tukey HSD[a,b]

What is the average frequency of training sessions per week?	N	Subset for alpha = 0.05
		1
7-8	5	.20
3-4	49	.27
4-5	31	.29
1-2	54	.41
6-7	18	.56
Sig.		.237

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 15.303.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Am very sweaty

Tukey HSD[a,b]

What is the average frequency of training sessions per week?	N	Subset for alpha = 0.05	
		1	2
7-8	5	.00	
1-2	54	.26	.26
6-7	18	.33	.33
3-4	49	.37	.37
4-5	31		.65
Sig.		.191	.152

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 15.303.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Feel confident

Tukey HSD[a,b]

What is the average frequency of training sessions per week?	N	Subset for alpha = 0.05
		1
1-2	54	.35
3-4	49	.37
6-7	18	.50
4-5	31	.52
7-8	5	.60
Sig.		.636

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 15.303.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Feel full of energy

Tukey HSD[a,b]

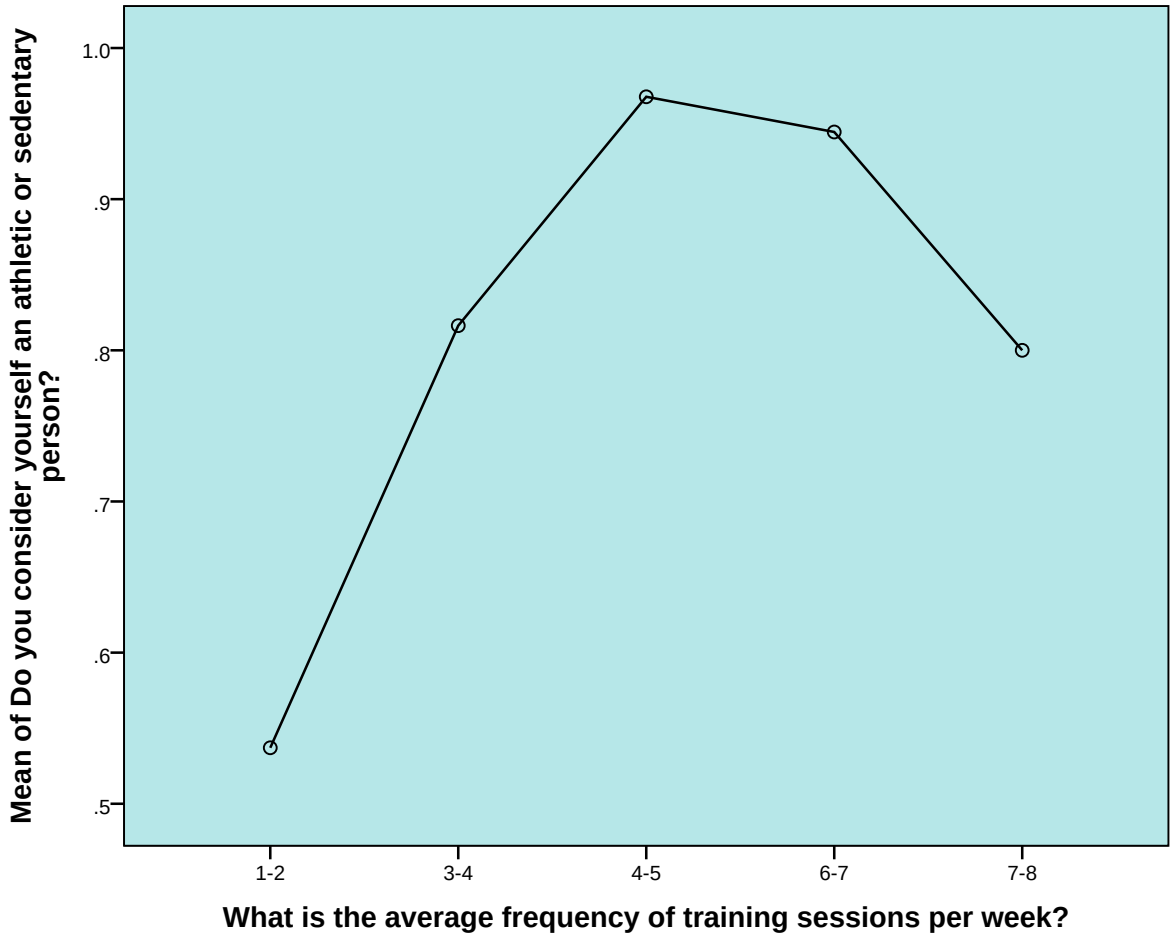
What is the average frequency of training sessions per week?	N	Subset for alpha = 0.05
		1
1-2	54	.15
4-5	31	.16
7-8	5	.20
6-7	18	.22
3-4	49	.27
Sig.		.928

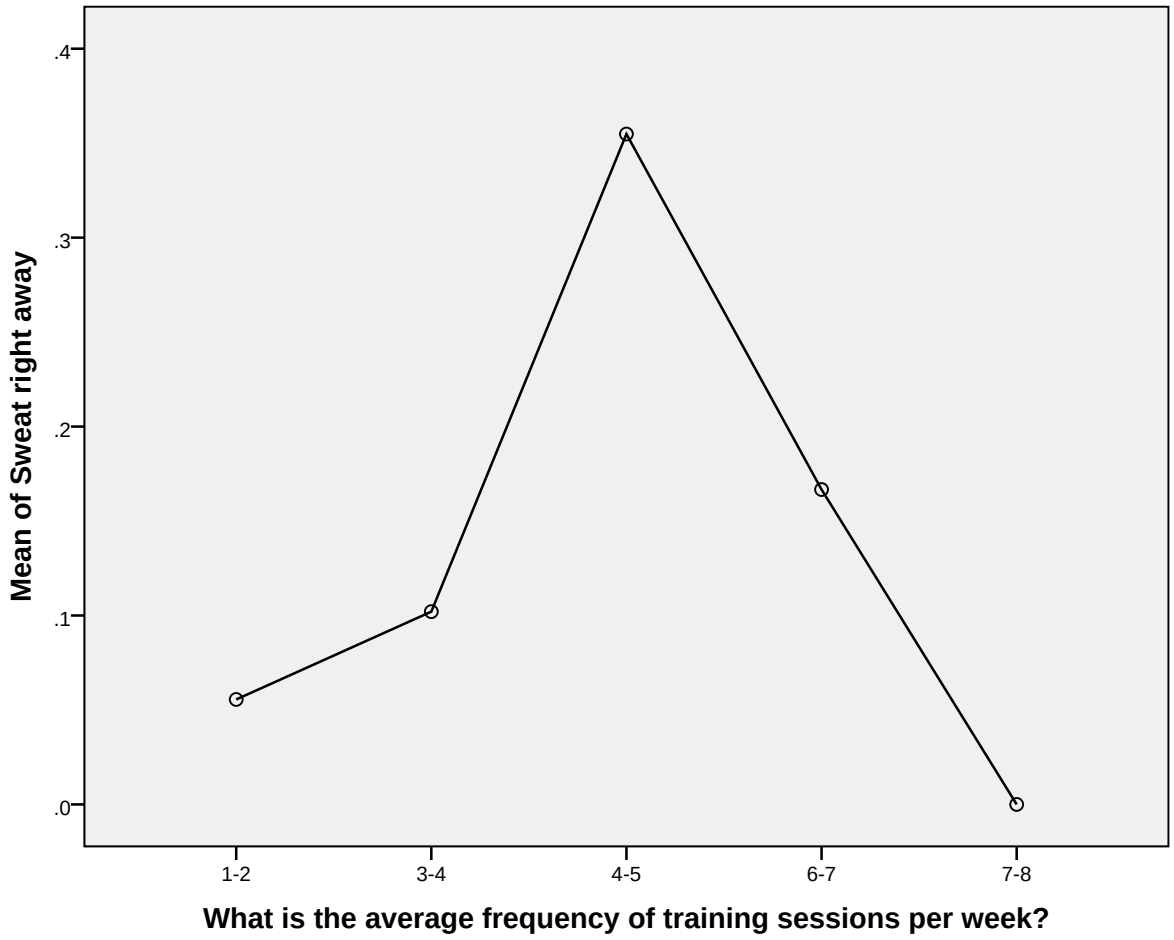
Means for groups in homogeneous subsets are displayed.

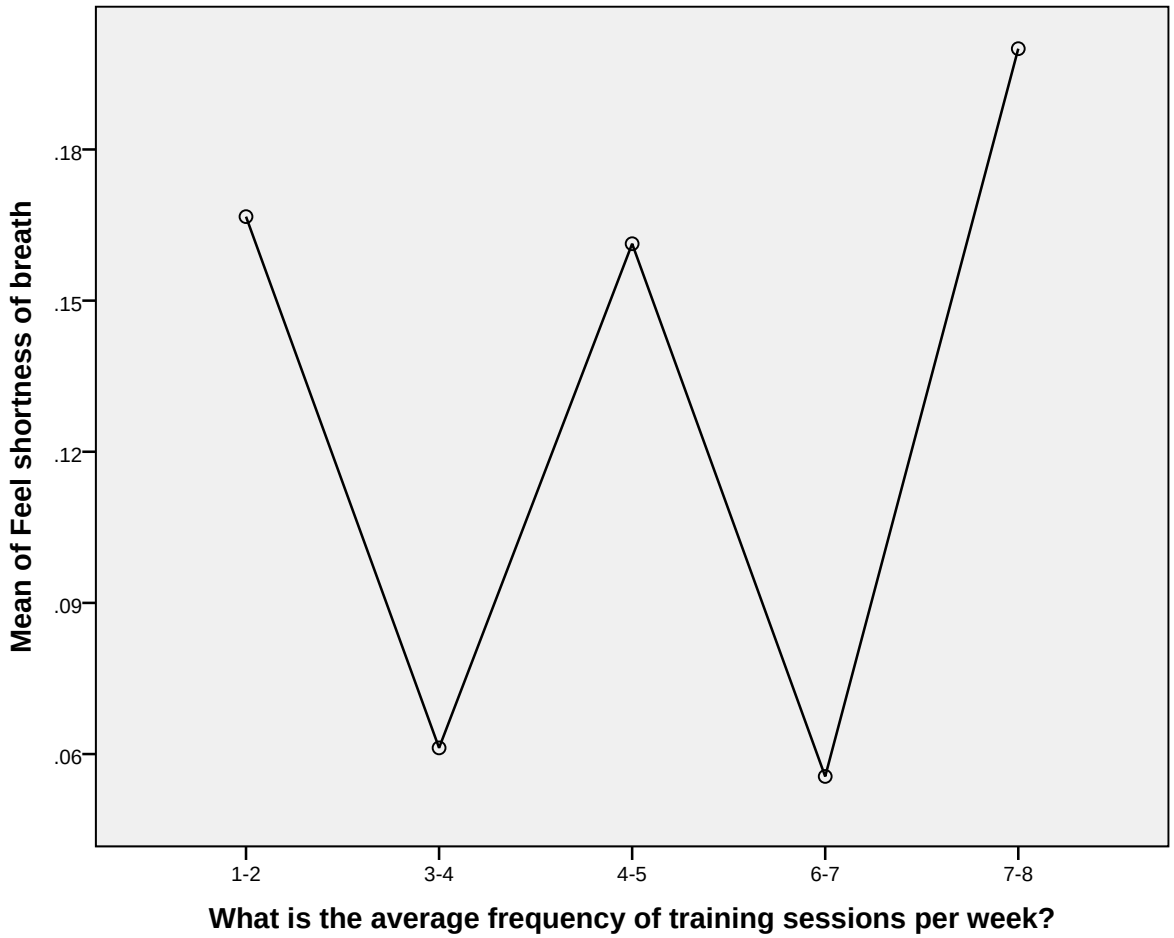
a. Uses Harmonic Mean Sample Size = 15.303.

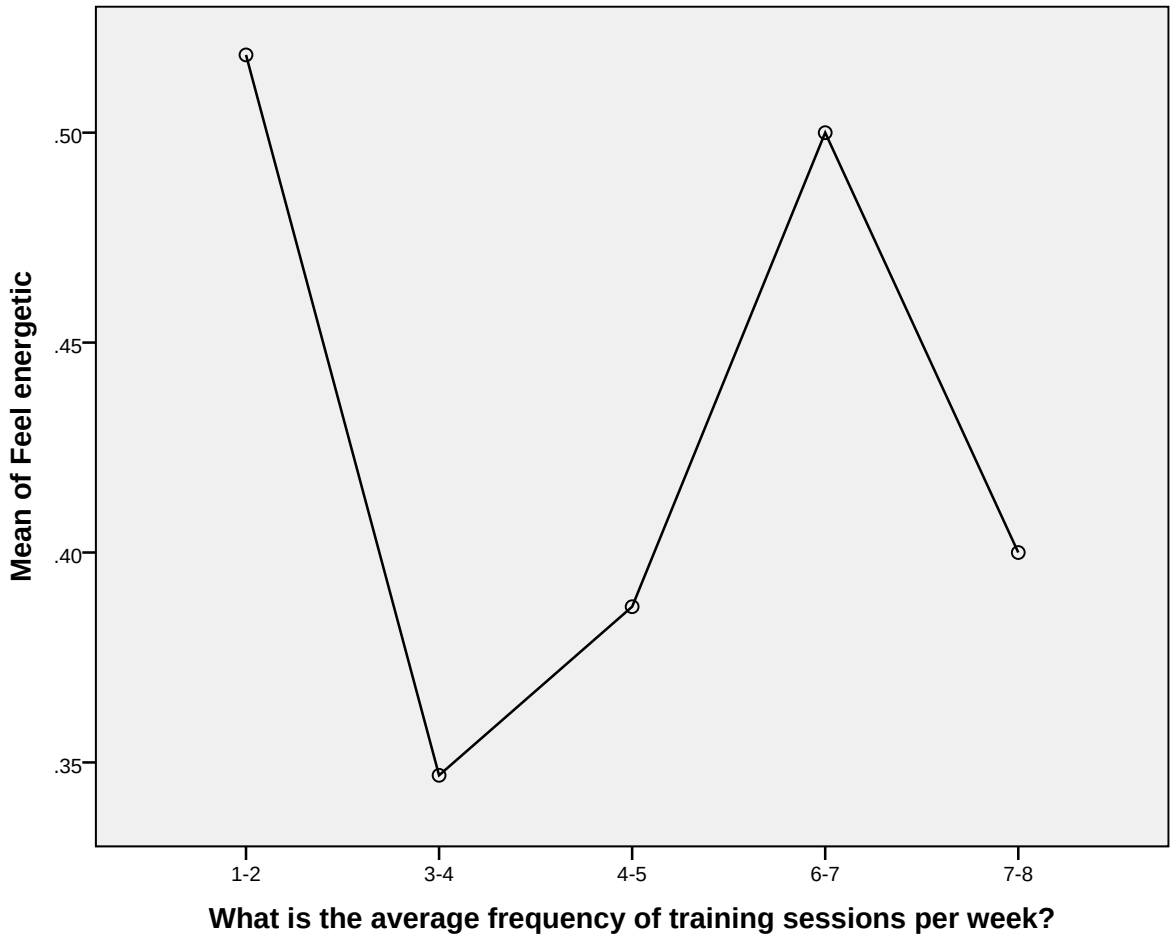
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

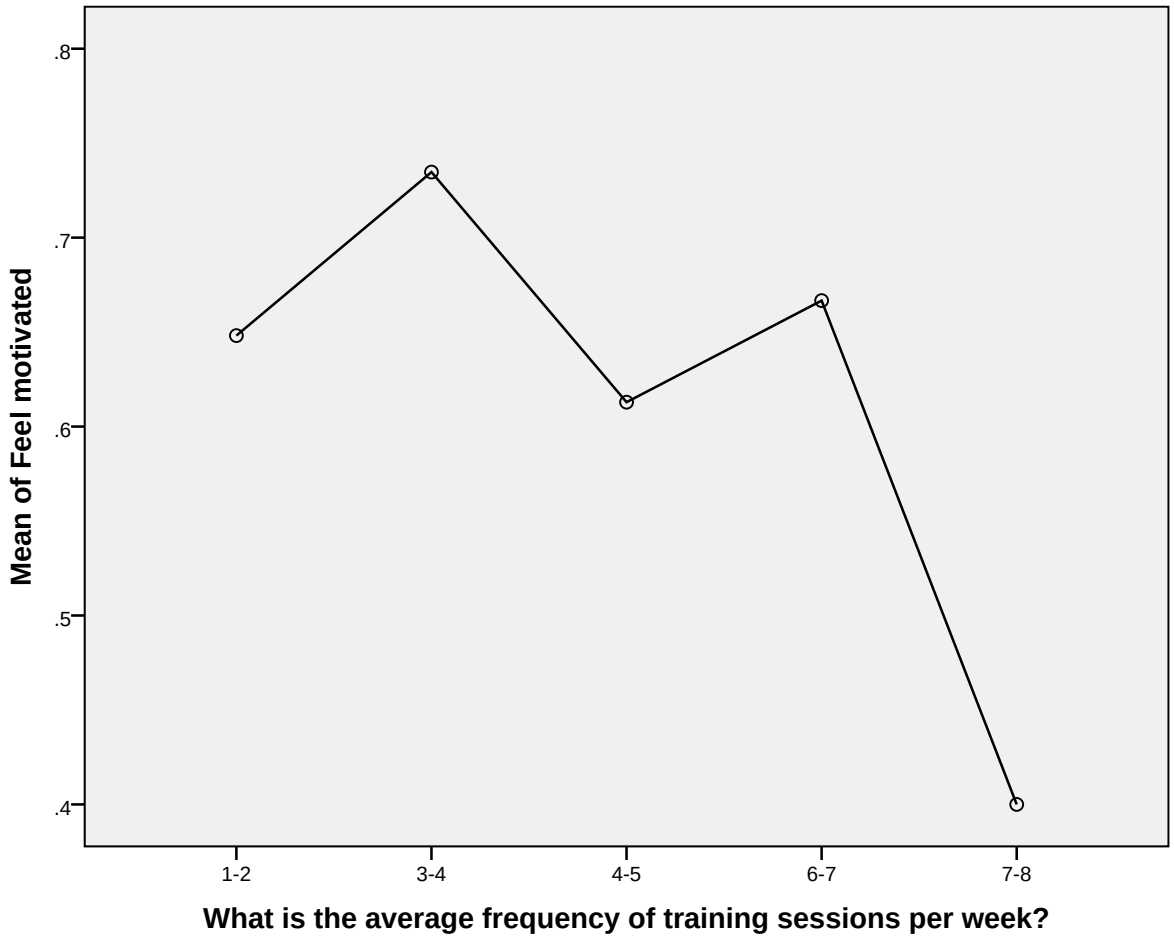
Means Plots

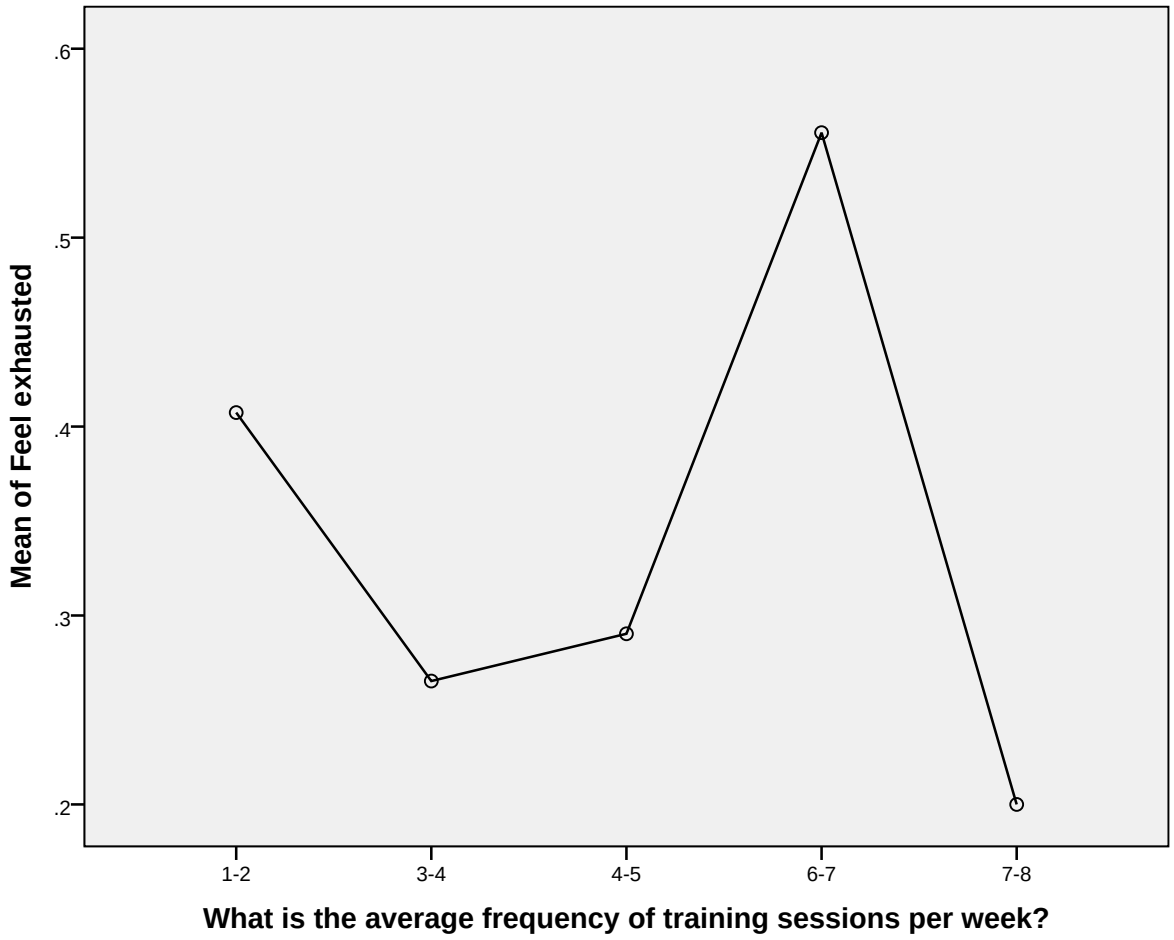


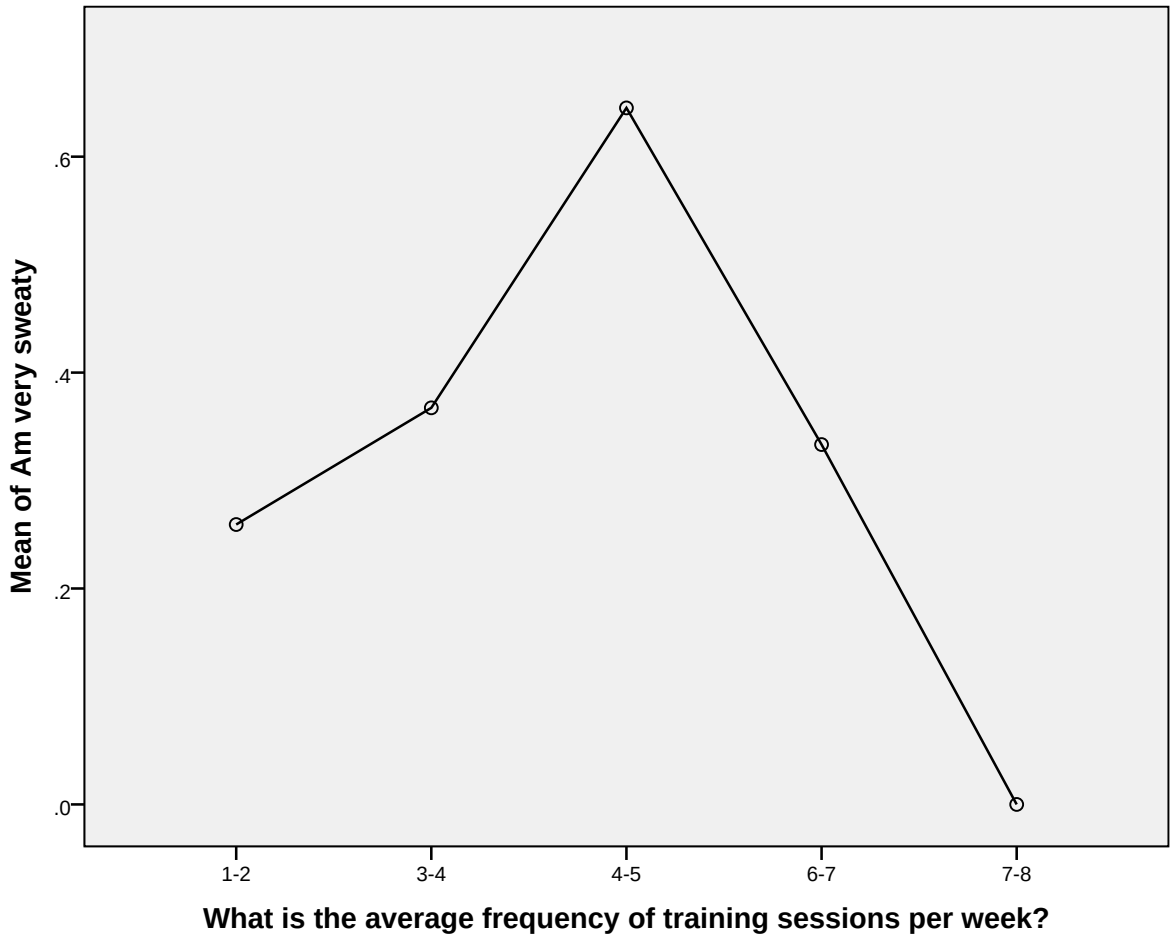

Mean of Sweat right away
.4
.3
.2
.1
.0
1-2
3-4
4-5
6-7
7-8
What is the average frequency of training sessions per week?

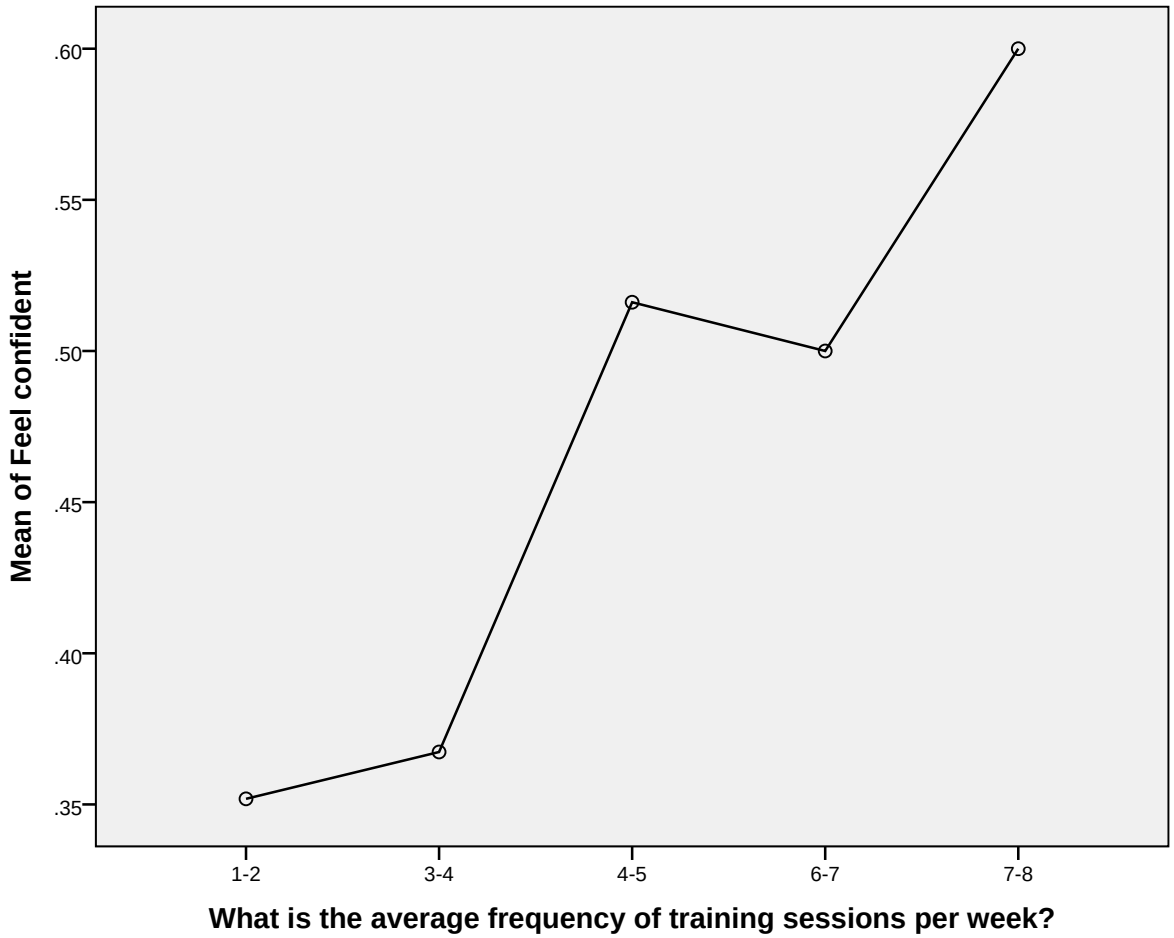

Mean of Feel shortness of breath
.18
.15
.12
.09
.06
1-2
3-4
4-5
6-7
7-8
What is the average frequency of training sessions per week?

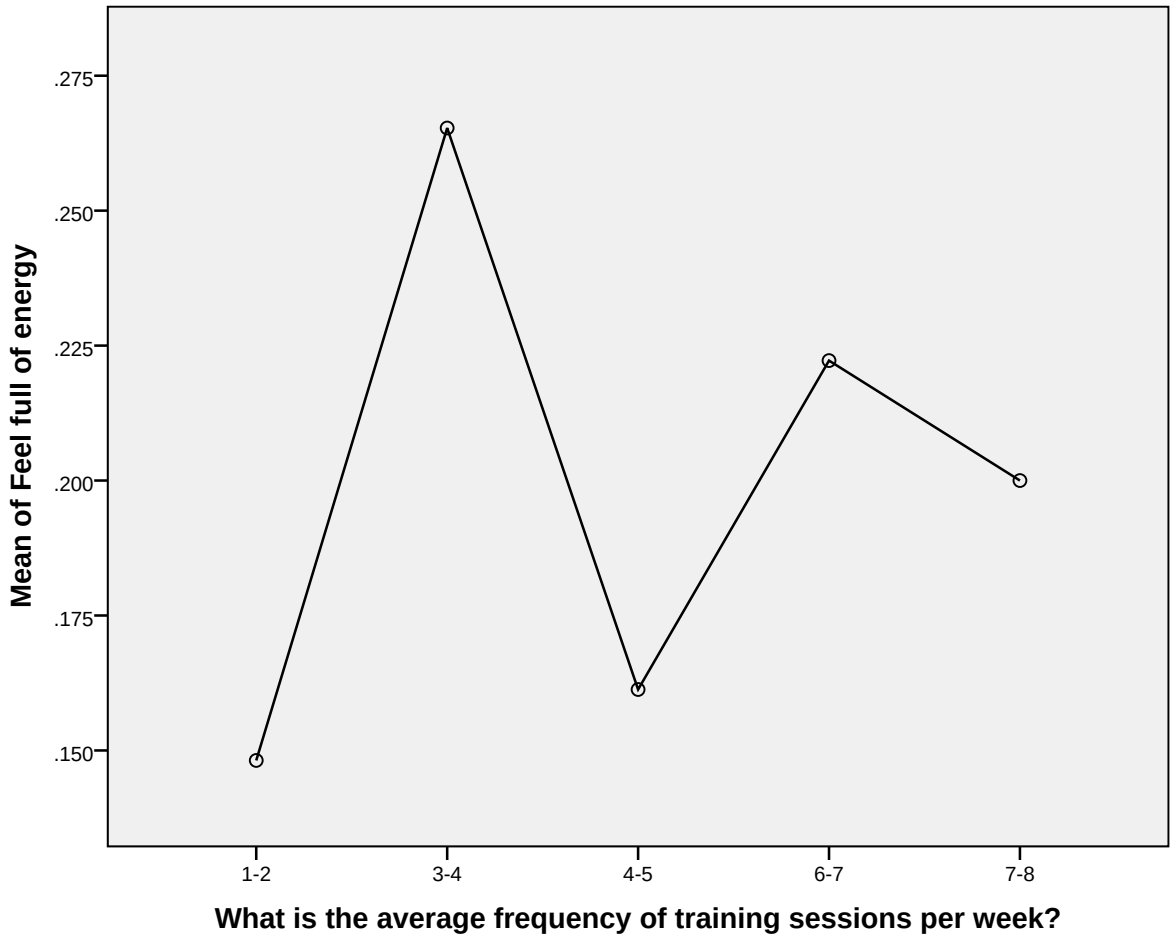

Mean of Feel energetic
.50
.45
.40
.35
1-2
3-4
4-5
6-7
7-8
What is the average frequency of training sessions per week?


Mean of Feel motivated
.8
.7
.6
.5
.4
1-2
3-4
4-5
6-7
7-8
What is the average frequency of training sessions per week?


Mean of Feel exhausted
.6
.5
.4
.3
.2
1-2
3-4
4-5
6-7
7-8
What is the average frequency of training sessions per week?


Mean of Am very sweaty
.6
.4
.2
.0
1-2
3-4
4-5
6-7
7-8
What is the average frequency of training sessions per week?


Mean of Feel confident
.60
.55
.50
.45
.40
.35
1-2
3-4
4-5
6-7
7-8
What is the average frequency of training sessions per week?


Mean of Feel full of energy
.275
.250
.225
.200
.175
.150
1-2
3-4
4-5
6-7
7-8
What is the average frequency of training sessions per week?

```
SUMMARIZE
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  /FORMAT=VALIDLIST NOCASENUM TOTAL LIMIT=100
  /TITLE='Case Summaries'
  /MISSING=VARIABLE
  /CELLS=COUNT.
```

Summarize

Notes

Output Created		02-JUL-2016 15:17:04
Comments		
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	Active Dataset	DataSet2
	Filter	<none>
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	Split File	<none>
	N of Rows in Working Data File	13
Missing Value Handling	Definition of Missing	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.
	Cases Used	Cases used for each table have no missing values in any independent variable, and not all dependent variables have missing values.
Syntax		SUMMARIZE /TABLES=Atividadefisica Idade Genero /FORMAT=VALIDLIST NOCASENUM TOTAL LIMIT=100 /TITLE='Case Summaries' /MISSING=VARIABLE /CELLS=COUNT.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Case Processing Summary[a]

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Atividadefisica	13	100.0%	0	0.0%	13	100.0%
Idade	13	100.0%	0	0.0%	13	100.0%
Genero	13	100.0%	0	0.0%	13	100.0%

a. Limited to first 100 cases.

Case Summaries[a]

		Atividadefisica	Idade	Genero
1		Sedentary	51	Male
2		Athletic	45	Male
3		Sedentary	44	Male
4		Sedentary	45	Female
5		Athletic	24	Female
6		Sedentary	45	Male
7		Athletic	33	Male
8		Athletic	40	Male
9		Athletic	27	Male
10		Athletic	43	Male
11		Sedentary	42	Male
12		Sedentary	15	Male
13		Sedentary	19	Male
Total	N	13	13	13

a. Limited to first 100 cases.

```
MEANS TABLES=Atividadefisica Idade Genero
  /CELLS=COUNT MEAN STDDEV MIN MAX.
```

Means

Notes

Output Created		02-JUL-2016 15:17:11
Comments		
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	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	13
Missing Value Handling	Definition of Missing	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.
	Cases Used	Cases used for each table have no missing values in any independent variable, and not all dependent variables have missing values.
Syntax		MEANS TABLES=Atividadefisica Idade Genero /CELLS=COUNT MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Atividadefisica	13	100.0%	0	0.0%	13	100.0%
Idade	13	100.0%	0	0.0%	13	100.0%
Genero	13	100.0%	0	0.0%	13	100.0%

Focus Group Participant List Report

		Group	Age	Gender
N		13	13	13
Mean		.46	36.38	.15
Std. Deviation		.519	11.529	.376
Minimum	Sedentary		15	Male
Maximum	Athletic		51	Female

```
MEANS TABLES=Atividadefisica Idade Genero
  /CELLS=COUNT MEAN STDDEV MIN MAX
  /STATISTICS ANOVA LINEARITY.
```

Means

Notes

Output Created		02-JUL-2016 15:17:20
Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	13
Missing Value Handling	Definition of Missing	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.
	Cases Used	Cases used for each table have no missing values in any independent variable, and not all dependent variables have missing values.
Syntax		MEANS TABLES=Atividadefisica Idade Genero /CELLS=COUNT MEAN STDDEV MIN MAX /STATISTICS ANOVA LINEARITY.

Notes

Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Atividadefisica	13	100.0%	0	0.0%	13	100.0%
Idade	13	100.0%	0	0.0%	13	100.0%
Genero	13	100.0%	0	0.0%	13	100.0%

Report

	Atividadefisica	Idade	Genero
N	13	13	13
Mean	.46	36.38	.15
Std. Deviation	.519	11.529	.376
Minimum	Sedentary	15	Male
Maximum	Athletic	51	Female

```
T-TEST
  /TESTVAL=0
  /MISSING=ANALYSIS
  /VARIABLES=Atividadefisica Idade Genero
  /CRITERIA=CI(.95).
```

T-Test

Notes

Output Created		02-JUL-2016 15:23:25
Comments		
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	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	13
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST /TESTVAL=0 /MISSING=ANALYSIS /VARIABLES=Atividadefisica Idade Genero /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Atividadefisica	13	.46	.519	.144
Idade	13	36.38	11.529	3.198
Genero	13	.15	.376	.104

One-Sample Test

	Test Value = 0				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence ... Lower
Atividadefisica	3.207	12	.008	.462	.15
Idade	11.379	12	.000	36.385	29.42
Genero	1.477	12	.165	.154	-.07

One-Sample Test

	Test Value = 0
	95% Confidence Interval of the ...
	Upper
Atividadefisica	.78
Idade	43.35
Genero	.38

Appendix D

Focus Group Research Script

FOCUS GROUP RESEARCH SCRIPT

SCRIPT DESCRIPTION

DATE	April 30th and May 7th
TIME	Morning (10h-11h30) or Afternoon (14h-15h30)
PLACE	Dance Soul Academy
STRUCTURE	Semi-structured interview; group discussion + group observation + group discussion
PARTICIPANTS	4 Groups — 4 Heterogeneous (ATH + SED)

TOPICS

1. Do sports videos (audiovisual advertisements) motivate athletic and sedentary people?
2. What criteria make audiovisual advertisements more, or less influential?
3. Understanding what is the body image and self-perception of both athletic and sedentary groups

MATERIALS

The Research Focus Group sessions will be recorded and subsequently transcribed.

The materials used for the Research Focus Group sessions will be:

- Nikon D3100 camera paired with an 18-55 lens;
- Audio recording kit (H4N with 1GB SD);
- Microphone Rode NTG-2 and microphone protector - Rycote S-series 330 kit;
- Note block to write notes throughout the sessions;
- Focus Group script and guidelines document;
- Focus Group participants list;
- Tags;
- Clock/watch/timer.

DAY ONE

Introduction

- Purpose of the session;
- Sign video and audio taping consent;
- Fill-out the Online Research Survey;
- Complete two surveys on Body Image and Self-Perception.

Participant Discussion – Part 1

Topic 1 – Motivation and interests

- Praticam atividade fisica? O que praticam?
- ~~São sócios de algum ginásio?~~
- Costumam comprar material novo? ...

Topic 2 – Advertisement exposure

- Costumam assistir a publicidades desportivas? E vídeos inspiracionais de fitness?
- Falem sobre o último vídeo desportivo inspiracional ou publicitário que se lembrem de ter visto. Onde foi?
- Associam-no a alguma marca?
- O que vos chamou mais a atenção nesse vídeo? Por algum motivo em especial?

Participant Observation

Analyze body language of each participant throughout the entire workout.

Participant Discussion – Part 2

Topic 3 – Feedback

- Sentiram motivação?
- Qual foi o momento de treino em que mais sentiram motivação (no início, a meio, no final)?
- Sentiram que o momento de treino e/ou grupo foi inclusivo ou exclusivo (integração)?
- ~~Sentiram vergonha ou constrangimento?~~
- ~~Sentiram que estavam a fazer boa figura?~~
- Sentiram-se observados durante o treino?
- Sentiram-se incomodados? Constrangidos?
- Tiveram alguma dificuldade?
- Gostaram do treino?

Conclusion

- Remind to come to the next session;
- Thank participants;
- Offer snacks.

DAY TWO

Introduction

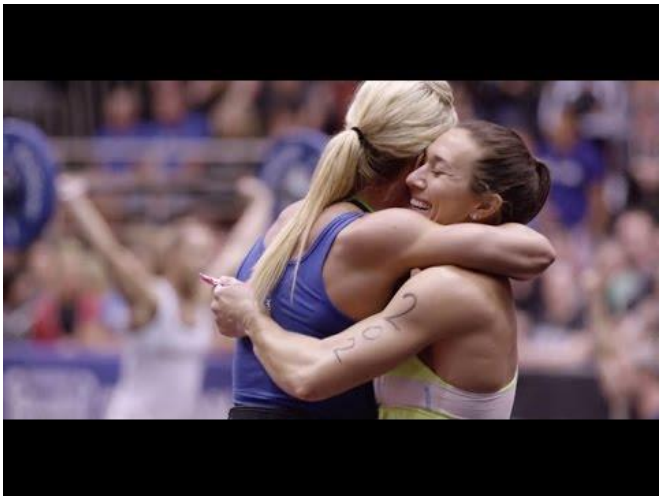
- Purpose of the session;
- Sign video and audio taping consent;
- Fill-out the Online Research Survey;
- Complete two surveys on Body Image and Self-Perception.

Participant Discussion – Part 1

Topic 4 – Self-perception and the perception of others

- Como se costumam sentir quando praticam atividade física?
- Preferem treinos em que estão sozinhos ou acompanhados?
- Quando sozinhos, como se sentem quando praticam atividade física? E quando estão acompanhados?
- Quando estão a praticar atividade física, sentem falta de alguma coisa?
- Sentem a falta de algum tipo de "motivador"/"catalisador de motivação"?
- ~~O que entendem por "atividade física"? E "exercício físico"?~~
- ~~Como visualisam/imaginem o corpo de um(a) atleta?~~

Sports Video to Present

	 ROGUE BAR CLUB CrossFit

Participant Observation

Participant Discussion – Part 2

Topic 5 – Feedback

- Sentiram motivação?
- Qual foi o momento de treino em que mais sentiram motivação (no início, a meio, no final)?
- Sentiram que o momento de treino e/ou grupo foi inclusivo ou exclusivo (integração)?
- ~~Sentiram vergonha ou constrangimento?~~
- ~~Sentiram que estavam a fazer boa figura?~~
- Sentiram-se observados durante o treino?
- Sentiram-se incomodados? Constrangidos?
- Tiveram alguma dificuldade?
- Gostaram do treino?

Topic 6 – Marketing Strategies

- ~~Qual a vossa opinião relativamente aos modelos das publicidades desportivas?~~
- ~~Acreditam haver uma divergência significativa no género dos modelos?~~
- ~~Apreciam modelos masculinos ou femininos nas publicidades desportivas?~~
- Que estratégias pensam existir?
- Acham que, mesmo conscientes dessas estratégias, se sentem atraídos por esse tipo de conteúdos?

Topic 7 - Opinion

- Como se sentem após assistir a um vídeo desportivo inspiracional ou publicitário?
- Sentem que essas sensações alteram ou divergem dependendo do conteúdo do próprio vídeo?

Pensam que o video…

- Ajudou a esquecer os problemas?
- Alterou, de alguma forma, a vossa prestação?
- Motivou-vos ou inspirou-vos (a alterar o estilo de vida, alimentação, treino, forma de encarar o resto do dia, etc)?

Conclusion

- Thank participants;
- Explain actual purpose of the study;
- Offer snacks.

WORKOUT ROUTINE

Description

AMRAP – 12 minutes

- 10 Frog jumps
- 15 Sit-ups
- 20 Jack-jumps

Exercise description

As many rounds of possible (AMRAP) in 10 minutes of the following three body-weight movements: the frog jump, the sit-up and the jack-jump. Ten repetitions of frog-jumps, ten repetitions of sit-ups and ten repetitions of jack-jumps. The prescribed number of repetitions must have been completed before moving on to the next movement.

Appendix E

Focus Group Research Workout Poster

AMRAP – 10 minutos

10 Frog jumps

15 Sit-ups

20 Jack-jumps

Appendix F

Focus Group Research Observation Checklist

PARTICIPANT OBSERVATION CHECKLIST GRID

	Looks Motivated	Pays Attention To Instructor	Talks, Gives Feedback Or Complains	Takes Breaks Throughout The Workout	Peeks At Peers	Shows Signs Of Fatigue	Supports Others	Engages In Self-Pep-Talks	Shakes Head	Other Important Notes
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										

Appendix G

Focus Group Research Transcript – Session 1

Focus Groups

1 Session 1 – Group A

1.1 PART 1

0:00:00 - 0:52:54

MODERATOR	Então olhem, vou vos perguntar: costumam praticar atividade física?
PARTICIPANT 1	Nem por isso
MODERATOR	Atividade, não estou a falar em exercício. Atividade é... Qualquer coisa, se são ativos...
PARTICIPANT 3	Duas vezes por semana
PARTICIPANT 2	(acena com a cabeça)
PARTICIPANT 4	Andar com a inchada no jardim conta?
MODERATOR	Conta, sim (risos)
PARTICIPANT 1	Eu caminho muito, mais ou menos, sou ativa, não pratico uma disciplina, mas sou... Ativa
MODERATOR	Sim, Sim. E tu, PARTICIPANT 5?
PARTICIPANT 5	Diariamente
MODERATOR	Pois, estás a tirar um curso, não é?
PARTICIPANT 5	[...] (0:00:39)
MODERATOR	É quase diaramente, pronto... Então, relativamente ao que me disseram, já me disseram, não é... E, digam-me uma coisa, vocês costumam comprar material novo desportivo, nem por isso, gostam...
PARTICIPANT 1	Não
PARTICIPANT 4	Não
MODERATOR	Gostavam de comprar material desportivo...
PARTICIPANT 5	Material desportivo, qual é o material?
MODERATOR	Material, quando falo em material, é material, vestuário, etc.
PARTICIPANT 2	Eu quando quero, compro! (20:19)
PARTICIPANT 1	Gostava
PARTICIPANT 3	Algum
PARTICIPANT 5	Comprar material desportivo, ou não desportivo?

MODERATOR	Desportivo, desportivo. Quando digo material também estou a incluir vestuário [...] não sei... Estou a incluir mesmo tudo
PARTICIPANT 4	Estás a incluir tudo, não é?
MODERATOR	O quê?
PARTICIPANT 4	Estás a incluir mesmo tudo?
PARTICIPANT 1	Sapatilhas, calções...
PARTICIPANT 4	Artigos de desportivo
MODERATOR	Não tenham agora [...] se, se têm esse desejo, se gostavam de [...] ou [...], material
PARTICIPANT 1	Desejo tenho, mas...
PARTICIPANT 4	Eu acho que sim, desejo tem [...]
PARTICIPANT 2	Eu tenho desejo, e compro [...]
MODERATOR	Pronto, exatamente...
MODERATOR	Pronto, e... Costumam ver publicidades desportivas?
TODOS	Expressões confusas
MODERATOR	Por exemplo, na internet, na televisão...
PARTICIPANT 1, PARTICIPANT 4, PARTICIPANT 3	Não, não
PARTICIPANT 3	Eu só vejo se me sair à frente
PARTICIPANT 1	Também eu
PARTICIPANT 3	Não procuro
MODERATOR	Então, não costumam pesquisar...
PARTICIPANT 5	Não, eu sou como as senhoras, se me aparecer à frente, vejo, não [...]
PARTICIPANT 4	[...]
MODERATOR	Estou a compreender então... E vocês acham.. Porque é que vocês acham que não estão mais expostos... Assim... A esse género de publicidades?
PARTICIPANT 1	(pede para o MODERATOR se aproximar)
MODERATOR	Vou-me aproximar um pouco (aproxima-se) Por algum motivo em específico vocês acham que não são expostos a esse tipo de coisas, ou...?
PARTICIPANT 1	Como assim?
PARTICIPANT 4	Eu não sou exposto, porque não tenho internet em casa

PARTICIPANT 1	Não tens, a sério? (para PARTICIPANT 4)
PARTICIPANT 4	A internet é fraca lá. Publicidade de correio, também só se for a do LIDL, Decathlon, de resto não chega lá nada a casa
PARTICIPANT 3	Se me aparece uma revista desportiva à frente, também sou capaz de folhear [...] mas não vou comprar de propósito. Também porque tenho muuuitas lá em casa (risos)
MODERATOR	É verdade! (risos)
PARTICIPANT 1	Eu compro mais moda
MODERATOR	Sim, mas quando me estou a referir a publicidades, não estou só a falar em papel, estou também a falar, por exemplo, em audiovisual... Vídeos, [...], televisão, etc.
PARTICIPANT 4	[...] de televisão
PARTICIPANT 1	Conta ver vídeos de relaxamento?
MODERATOR	Também
PARTICIPANT 1	Eu isso vejo, gosto de ver, não tenho é muito tempo
PARTICIPANT 1 E PARTICIPANT 4	(conversa à parte)
MODERATOR	Costuma pesquisar esses vídeos, ou...
PARTICIPANT 1	Sim
MODERATOR	Vai ao YouTube e procura...?
PARTICIPANT 1	Claro, claro
PARTICIPANT 2	Eu pesquiso tudo o que é desporto
MODERATOR	Então e vocês...?
PARTICIPANT 3	Eu gosto mais de livros
MODERATOR	Livros? Pronto... Gosta mais de ler?
PARTICIPANT 3	Gosto mais de ler, sim.
MODERATOR	Então e tu? (para PARTICIPANT 5)
PARTICIPANT 5	Eu procuro saber informação que complementa o conhecimento, desportivo, acho que... Não vou à procura de publicidades, produtos, nada disso... O saber [...] se tenho alguma dúvida sobre uma determinada matéria vou lá esclarecer
MODERATOR	Sim... Nalgum formato em específico, ou...?
PARTICIPANT 5	Net, artigos, livros...

PARTICIPANT 4	[...] (4:28) Depende, não é? Um colega meu pratica BTT e só vê publicidade de BTT...
MODERATOR	Pesquisa...?
PARTICIPANT 4	Ele só vê BTT...
MODERATOR	Interessante...
PARTICIPANT 4	Não interessa se é por corridas, atletismo... Isso já não procura, [...] isso não interessa
MODERATOR	Procura sobre a modalidade que pratica, sim
PARTICIPANT 4	Sim, a modalidade que pratica
MODERATOR	Então não se lembram de ver alguma publicidade... Pode ser qualquer formato que vocês se lembrem... Qual é a última que vocês se lembram de ter visto, por exemplo? Mais recentemente...
PARTICIPANT 1	Eu foi daquela rapariga, já não sei... mas ela tinha uns ABS que eventualmente eu gostava de ter, eventualmente!!! Um tanque, uma tablet de chocolat... Ela tinha, eu não sei qual era, acho que era... Não sei como é que era, ela fazia uma (gestos com as mãos)
PARTICIPANT 4	Foi na televisão?
PARTICIPANT 1	Mas ela tinha uma barriga que era um sonho...
PARTICIPANT 3	A publicidade que eu mais gosto, não tem nada a ver com desporto... É da Hiundai
MODERATOR	Tem a ver com o desporto, porque... Carros, supostamente, é considerado desportos... (pausa) Se for um carro desportivo, também conta! (risos)
PARTICIPANT 4	Há desporto [...] (5:46)
PARTICIPANT 5	A última vez que eu vi publicidade, foi os descontos imbatíveis da SportZone.
MODERATOR	Ah, ok! E gostaste, ou nem por isso?
PARTICIPANT 5	Nem por isso, não eram produtos que me interessavam...
PARTICIPANT 1	Eu menti, pois agora está a dar uma publicidade sobre bicicleta, acho que é da... Foi esta semana que eu vi... Não sei se é SportZone ou Decathlon, Decathlon... Ou foi no canal francês... Espera lá. Não, acho que é no canal francês, esquece isso. E também tenho visto o coiso...
PARTICIPANT 4	Na televisão, é o futebol, montanhismo [...], essas coisas...
PARTICIPANT 1	Si tu vois la têle francaise, é... (olha para PARTICIPANT 2)

MODERATOR	Ah, eu sei, o Mourinho!
PARTICIPANT 1	Tenho visto!
MODERATOR	Sim, sim... Então e... Não se lembram... E, mais especificamente: vídeos. Lembram-se... Qual é o último que se lembram de ver?
TODOS	Expressões confusas
MODERATOR	Pode ser publicidade mesmo, pode ser uma própria marca que vende material, pode ser uma marca que faz algum vídeo, [...] vocês...
PARTICIPANT 4	Vídeos de publicidade?
MODERATOR	Sim
PARTICIPANT 4	Hm... Não...
MODERATOR	Sim, especificamente, não se recordam?
PARTICIPANT 2	Publicidade... ou regra geral? O último vídeo que eu vi foi “A evolução do culturismo no tempo”.
MODERATOR	E foi em o quê...? Televisão, internet...
PARTICIPANT 2	Internet
MODERATOR	Ok
PARTICIPANT 4	Eu vi foi na Eurosport, uma modalidade nova que é fazer... Aquelas rampas de neve, sabes? (para PARTICIPANT 1)
PARTICIPANT 1	De ski
PARTICIPANT 4	Que até parece que voam, mas não havia neve nem gelo, aquilo era numa calha, em cima de uma prancha, e fazia o mesmo efeito
MODERATOR	Ah, por acaso, nunca...
PARTICIPANT 4	Isso foi uma coisa que vi na EuroSport e achei aquilo curioso, nunca tinha visto aquilo, [...] assim sem gelo...
MODERATOR	Então costuma ver EuroSport?
PARTICIPANT 4	Sim, isso costumo [...] (7:37)
MODERATOR	Então e vocês, costumam vem algum canal em específico...?
PARTICIPANT 1	Esqueci-me! Eu vejo futebol, quando está a dar na televisão e o Vitor está a ver...
PARTICIPANT 4	Também conta, também conta!
PARTICIPANT 3	Por acaso estive ontem estive a ver o resto do Benfica
PARTICIPANT 1	Mas isso eu já vi na net, quando não dá nos canais, ele vê na net, e então ele vê na [...] dele
PARTICIPANT 3	Vou ver todas semanas, minimamente um jogo de futebol

MODERATOR	Pronto... Ao vivo também funciona, esqueci-me de...
PARTICIPANT 1	[...] também conta ver as pessoas.... O teu filho, é Ricardo, não é?
PARTICIPANT 4	Tomás
PARTICIPANT 5	Eu é o jogo das nossas vidas
PARTICIPANT 3	[...] tenho trabalho para entregar às 16:30 e afins [...]
MODERATOR	Então e publicidade, por exemplo, que têm, por exemplo... Assim, em específico, não têm nenhuma [...] publicidade na televisão que está relacionada com a Nike, Adidas, Rebook... Por exemplo...
PARTICIPANT 5	Sinto que publicidades sobre essas marcas acho que não aparece nada. (pausa) A não sem em canais tipo, [...], EuroSport, [...]
MODERATOR	Sentem que talvez isso está em falta cá em Portugal? Noutro país, talvez num... Não
PARTICIPANT 5	Eu acho que não, porque eles fazem questão de se [...] não está na televisão, aparece em outro lado, eles fazem questão disso
MODERATOR	Que apareça...
PARTICIPANT 3	Aparecem mais em marcas tipo SportZone, Decathlon... Publicitam mais essas marcas
MODERATOR	Não a própria marca...
PARTICIPANT 3	Não a própria marca em si, mas através de outro [...] Isso é todas as semanas
PARTICIPANT 4	Isso eu lembro-me, que... Se calhar há uns anos atrás, vocês eram garotos, havia essa publicidade no canal 1, [...], e eu lembro-me dessa publicidade, mas agora com a diversidade que há, eu acho que [...] não precisam
PARTICIPANT 3	Os canais franceses [...]
PARTICIPANT 1	Os canais franceses, sim
PARTICIPANT 4	[...]
PARTICIPANT 3	A última publicidade, que eu estou-me agora a lembrar, desse género que até passou aqui há tempos mas não deu durante muito tempo, foi da... Sketchers
PARTICIPANT 1	Ahhh, pois é! E acho que agora está a dar uma [...]
MODERATOR	Sim, sim!!!

PARTICIPANT 3	[...] uma coisa sobre as Sketchers, eram spots diferentes mas ia aparecendo, mas também não demorou muito tempo
PARTICIPANT 1	Agora está a dar uma na... No canal francês, aquela Sketchers, que se enrolam...
MODERATOR	Sim, acho que aqui também dá, acho que aqui também dá...
PARTICIPANT 1	Sketchers é uma marca [...]... Que eles dizem, nunca experimentei
MODERATOR	Esse da Sketchers talvez aparece mais à noite, acho eu, não sei, tenho a sensação que talvez apareça mais, pelo menos cá, acho que nunca vi de dia
PARTICIPANT 1	E vejo artigos de desporto na televisão, quando é a semana do desporto no LIDL
MODERATOR	Pronto...
PARTICIPANT 1	Eles mostraram, ainda há pouco tempo
PARTICIPANT 2	[...] (10:51)
MODERATOR	Então e acham que isso direciona-se, pronto, quando vocês vêem algum tipo de publicidade, pode ser o que quiserem, isso está direcionado mais a algum tipo de género, algum tipo de pessoa, direcionado a, ou a própria pessoa que aparece está ligada mais a uma categoria em específico, [...] no general?
PARTICIPANT 4	Eu acho que numa prespetiva geral, [...] é mais para os jovens. [...] mais a publicidade do que uma pessoa de uma faixa etária mais elevada, por exemplo, uma pessoa que tem uma vida atividade mais de desporto, começa cedo e vai progredindo, ou vai matendo essa atividade...
PARTICIPANT 2	Acho que não, acho que não há idade para começar desporto
PARTICIPANT 4	Mas eu não estou a dizer nessa perspetiva, da idade, estou a dizer que a publicidade muitas vezes é mais direcionada
PARTICIPANT 3	Mais direcionada aos jovens
PARTICIPANT 4	Aos jovens, sim
PARTICIPANT 2	Sim [...]
PARTICIPANT 3	Porque são mais influenciáveis, é uma faixa etária mais influenciável. Um adulto não se deixa influenciar tanto como um jovem. Um jovem se mostrar uma imagem repetidamente, repetidas vezes, fica mais a pensar naquilo, acabou de ter aparecido não sei o quê [...], fala-se mais, uma pessoa adulta não se influencia tanto, tem mais... conhecimento

MODERATOR	Acham que, sentem que os vossos filhos também se sentem influenciados por esse tipo de coisa?
PARTICIPANT 1	Sim
PARTICIPANT 3	Eles podem se sentir influenciados, [...] até pode deixar ou não que se influenciem
PARTICIPANT 2	Em termos de marcas, preferem ter umas sapatilhas com marca do que sem marca e eu acho que o adulto também vai preferir ter qualidade do que quantidade, acho que é isso [...]
PARTICIPANT 1	Sim...
PARTICIPANT 3	Eu acho que a juventude liga mais a símbolo, à marca. O adulto liga mais à qualidade, não importa comprar, eu até prefiro gastar mais dinheiro comprar um artigo de qualidade sabendo que vale a pena, do que estar a comprar uma coisa mais barata e saber que aquilo vai durar 15 dias e depois vou ter de comprar outro e gastar o dobro do dinheiro e não faz [...] Nada
PARTICIPANT 1	Ah, sim... Geralmente, é marca. Geralmente, é marca.
PARTICIPANT 3	Mas por exemplo, mais a nível de calçado, se for roupa, quando os filhos estão em crescimento acho que não se justificar estar a gastar muito dinheiro em roupas de marca, porque serve agora, daqui a meia dúzia de meses ou um ano já não serve, é uma peça que fica ali
MODERATOR	Sim...
PARTICIPANT 4	E mesmo o calçado, é assim, também [...] uma pessoa, eu posso gostar muito da Nike mas nos meus pés posso não me sentir confortável com a Nike
PARTICIPANT 1	Exatamente
PARTICIPANT 3	A nível... Eu estou a falar na parte de quem pratica desporto, direcionado, se um jovem pratica quele determinado desporto, prefiro gastar mais dinheiro e comprar um artigo de qualidade, do que estar a comprar um artigo com pouca qualidade que sei que não vai durar muito tempo e vai prejudicar o pé se for necessário, aí sim, agora se for uma coisa assim mais supérfula, não invisto
PARTICIPANT 4	[...]

MODERATOR	Mas talvez sentem... Quer dizer, estou a perguntar, não é, sentem alguma pressão dos filhos, sentem que os filhos tentam pressionar e dizer que querem...
PARTICIPANT 3	Pressionar, pressionam sempre, a gente é que cede ou não
PARTICIPANT 4	Os meus ainda não, os meus ainda não
PARTICIPANT 1	A minha já passou, a minha já não
PARTICIPANT 4	A tua já não, os meus ainda não
PARTICIPANT 1	Mas quando era, sim, sim, ela gostava e pressionava e conseguia, muitas vezes, mas agora já não, já não tenho essa [...]...
PARTICIPANT 3	Digamos que... Tenho três experiências, tenho uma experiência foi mais, fazia mais pressão, mais pressão. A segunda experiência fazia pressão mas coitada, também não, também não ganhava muita coisa, compro, quando deixares de crescer, aí diz que compro. Agora a terceira experiência, está a começar a acordar para essa coisa.
MODERATOR	Sim
PARTICIPANT 3	Até agora tem andado um bocadinho adormecida, agora está a começar...
MODERATOR	Então e vocês pensam que eles normalmente falam numa marca em específica, ou pode ser qualquer uma das mais conhecidas? São mais aficionados por alguma...?
PARTICIPANT 3	Não, não
PARTICIPANT 2	Nike
PARTICIPANT 1	Nike
PARTICIPANT 3	Nike e Adidas é sempre as duas marcas que (sinal do as mãos)
PARTICIPANT 5	Principalmente porque até, acho que até as crianças, os jovens, influenciam-se mais por aqueles que são patrocinados pelas marcas
MODERATOR	Sim, sim
PARTICIPANT 5	E hoje em dia vê, Cristiano Ronaldo, Nike, e eles vão... Quero ser como o Cristiano Ronaldo, quero umas chuteiras da Nike, e eles ficam aí, essas principais marcas aproveitam-se muito do mercado infantil por causa disso, tentam influenciar as crianças... Aquilo
PARTICIPANT 3	Também depende da personalidade do jovem, mesmo [...] Nem sempre, eu vejo que ele se sente mais confortável com uma chuteira da Nike do que a Adidas. Porque a Adidas calça mais fininho, aperta mais o pé, e a

	Nike é mais... E ele sente-se sempre muito mais confortável com uma chuteira da Nike, do que da Adidas. O físico de cada um, o formato. A gente pode sentir-se mais confortável com uma determinada marca do que outra
MODERATOR	Sim... Então e vocês, pessoalmente, têm alguma preferência ou não?
PARTICIPANT 1	Eu gosto mais da Nike
PARTICIPANT 2	Eu adoro a Sketchers
PARTICIPANT 3	[...] calçado é... tanto é Sketchers, como Adidas, para confortável. Para o dia-a-dia, é Sketchers
PARTICIPANT 4	Depende do desporto
PARTICIPANT 2	Eu para treinar, para treinar gosto da Sketchers, das almofadas, o impacto, quando é para andar assim na desportiva, gosto da [...] Nike, é mais [...] (17:28) [...] (19:14)
PARTICIPANT 3	Em termos de conforto, acho que a Sketchers vende-se, em termos de apelativo, acho que é mais Adidas, mais apelativo visualmente. Sketchers é mais a nível do conforto
MODERATOR	[...]
PARTICIPANT 4	Para caminhada, eu acho que da Quechua [...] tanto em montanha como em asfalto
PARTICIPANT 3	Quechua?
PARTICIPANT 4	Da Quechua. Pelo menos, a sensação que eu tenho e informação que vou recebendo de outras pessoas que compram, eu até comprei umas...
PARTICIPANT 3	É acessível...
PARTICIPANT 4	É acessível. [Comprei umas] há uns anos e quando fui a Fátima os meus pés não se cansavam.
PARTICIPANT 3	Já tenho comprado, a nível de calçado, Quechua [...] A nível de juventude, compensa-se, compensa-se...
PARTICIPANT 4	[...] (20:10)
PARTICIPANT 5	Eu tenho mais preferência pela ??Nike??? acho que aquela marca se adapta a um estilo... desportivo, clássico. A Asics acho que se adapta mais à marcha, à corrida... [...] (20:15-20:20)

PARTICIPANT 5 Da Adidas, prefiro mais Adidas, porque não se importa tanto com o ego que sai para fora, que as pessoas vêem, [...] uma pessoa sentir-se confortável e que está a usar uma coisa que é boa para ela. Agora, Nike acho que é mais... As pessoas dizem “Ei, que sapatilha linda”, também quero umas iguais [...] (20:45)

MODERATOR Mais, tipo... Show-off?

PARTICIPANT 3 (acena positivamente)

PARTICIPANT 5 Eu acho, acho muito...

MODERATOR Então e vocês?

PARTICIPANT 2 [...] (20:51)

PARTICIPANT 1 (acena positivamente)

MODERATOR Existe...?

PARTICIPANT 2 (21:04) (...) pensado por mulheres, para mulheres

PARTICIPANT 3 Para casual, prefiro mais a Adidas do que a Nike (21:22)

PARTICIPANT 1 (21:23)

PARTICIPANT 5 Por exemplo a [...] qualidade-preço também influencia, o preço da Nike...

PARTICIPANT 3 Tenho umas Adidas casual [...] há meia dúzia de anos umas sapatilhas que não duram dois meses [...]

MODERATOR Você acha que a Nike é mais cara do que a Adidas?

PARTICIPANT 4 [...] (21:35)

PARTICIPANT 3 Não...

PARTICIPANT 5 (21:43) [...] (21:51) Há chuteiras da Nike, eu já vi preços, uma chuteira da Nike a custar perto dos 400 euros! [...] profissionais mesmo não passam [...] dos 220 euros. Eu acho que... A Nike inventa coisas para... Como tu disseste, o “show-off”, chuteiras em carbono, o material em carbono, é um bom material, a chuteira nunca se parte, mas eu... Por exemplo, eu já usei e acho que aquilo é... fixo (22:26) aperta totalmente o pé e faz criar [...] não dá mobilidade, mesmo quando [...] e isso é mesmo [...] e acho que o tipo de piton que eles fazem, a Adidas adapta-se mais ao desporto [...] Do que da Nike, nós usamos um piton muito alto, [...] vamos a rodar, e aquilo é fácil de haver uma rotura de ligamentos muito facilmente, e acho que a Adidas adapta-se mais, melhor a essas [...]

MODERATOR	E relativamente à Reebok, por exemplo, vocês associam alguma coisa a essa marca, ou nem por isso?
PARTICIPANT 5	Eu associo a sapatilhas de muito conforto. Já calcei várias sapatilhas da Reebok, aliás na Venezuela era obrigatório usar [...] nos equipamentos
MODERATOR	Ah, não sabia
PARTICIPANT 5	E... São muito confortáveis, muito confortáveis [...]
MODERATOR	E isso é [...] a algum patrocínio ou...?
PARTICIPANT 5	Não era muito assim, era a única marca que tinha
PARTICIPANT 4	[...] a vender (00:32)
PARTICIPANT 5	Não, não. Era a única marca que tinha o aspeto de sapatilha para usar no... Era um colégio privado
MODERATOR	Ahhh, ok!
PARTICIPANT 5	E eles diziam, a sapatilha tem que ter esse aspeto e a gente não encontrava [...] da Reebok
MODERATOR	Ah, sim...
PARTICIPANT 5	Tinhamos de usar um fato de treino verde e umas sapatilhas totalmente brancas, [...] qualquer tipo de cor. E da Reebok era a única que [...]
PARTICIPANT 3	Eu acho que a Reebok é mais vista na América do que na Europa
PARTICIPANT 5	Isso também é verdade
PARTICIPANT 3	É mais [...] na América do que na Europa
PARTICIPANT 1	Na América, [...] (00:58)
PARTICIPANT 4	[...] mais projeção
MODERATOR	Então acham que aqui não tem muita projeção...?
TODOS	Acenam negativamente
MODERATOR	Mas... Se tivessem mais opções dessa marca, vocês até gosta... Pronto, estariam interessados em adquirir coisas dessa marca, ou... Nem por isso?
PARTICIPANT 1	[...] depende do país, é como em França, é Adidas e Coque Sportif [...] (01:18), não é? Cada país tem a sua...
PARTICIPANT 2	Eu acho que [...] (01:21)
PARTICIPANT 4	[...]
PARTICIPANT 1	Mas já voltou outra vez o Coque Sportif
PARTICIPANT 2	[...] (01:34) e depois é assim, nós podemos não, a pessoa que não vá à procura do específico, vê na televisão/uma promoção, “gosto de uma

	camisola", vai ver, depois dependentemente do preço, se convém ou não, o conforto, etc, mas pelo menos a marca ao divulgar, ao se divulgar, a pessoa vai [...] a marca, não é o contrário
MODERATOR	Portanto, o fator preço é...? Muito... É um grande fator para adquirir uma marca ou outra, [...]
PARTICIPANT 5	Eu, para mim, uma coisa que [...] é os preços.
MODERATOR	Sim
PARTICIPANT 5	É os preços, o material, a matéria-prima que eles usam para fazer seja qualquer artigo for, eles não gastam, posso estar enganado, mas eles não gastam para fazer por exemplo umas sapatilhas, não gastam mais que a matéria prima, não gastam mais que 10 euros, de certeza, e eles então fazem uma inflação, criam... "Ai estas sapatilhas são as melhores, quem usa... Usa este atleta e tal" então pronto, custa 10 euros a fabricar, mas vendem a 120. Também tem a ver com a taxa de [...], eu comprei aquela [...], depois vai para este, depois vai para este, mas isso é...
PARTICIPANT 2	[...] (02:52)
PARTICIPANT 5	E depois, eles fazem desconto, está a 50% o desconto, [...] total, aí vê-se que eu acho que eles gastam mesmo muito pouco dinheiro para fabricar e eles ganham uma margem de lucro... Em termos qualidade-preço...
PARTICIPANT 2	[...] (3:11)
MODERATOR	Olhem uma coisa, vocês alguma vez já associaram a marca Reebok a uma nova modalidade, que está em expansão, não conseguem associar...
PARTICIPANT 5	Se eu não me engano, a Reebok está muito ligada ao CrossFit
MODERATOR	É o único que sabe, pensa isso, ou... Também sabiam?
PARTICIPANT 5	As sapatilhas ligadas ao CrossFit da Reebok
MODERATOR	Não associam...?
PARTICIPANT 4	Sapatilhas assim não, eu não
PARTICIPANT 1	Eu tenho sapatilhas Reebok, mas não faço CrossFit
MODERATOR	Sim, mas associa, associa à modalidade ou nem por isso? Associa a Reebok à modalidade ou nem por isso?
PARTICIPANT 2	As pessoas que estão fora disso, não

PARTICIPANT 1, PARTICIPANT 3	(acenam negativamente)
PARTICIPANT 5	Também não acho, quando vejo a sapatilha nunca associo [...] que seja, eu acho que casual, no dia-a-dia de um treinador, alguém que seja fisicamente apelativo [...]
MODERATOR	E ao contrário, associam a modalidade à marca? Nem por isso?
PARTICIPANT 2 E PARTICIPANT 1	Não
PARTICIPANT 5	Até porque nunca vi nenhuma publicidade da Reebok a fazer promover o CrossFit por exemplo
MODERATOR	Na televisão, não?
PARTICIPANT 5	Na televisão não
MODERATOR	Nem nas redes sociais?
PARTICIPANT 5	Nas redes sociais, nem por aí, se é... A Nike por exemplo faz uma coisa relacionada, é com chuteiras, o futebol, o futebol, o futebol. Sei que a Reebok está a investir um bocadinho no CrossFit a nível do calçado, sei, sobre calçado. Eu vejo... Fui a certas lojas, e está lá escrito Reebok e depois na etiquetazinha, CrossFit
MODERATOR	Ah ok, ok... (pausa) Ok, pronto... Hmm… Ora bem, têm mais alguma coisa a comentar, a adicionar, alguma coisa que querem exprimir...? Não sei...
PARTICIPANT 2	Quero comprar mais sapatilhas! (risos)
PARTICIPANT 3	Eu acho que independentemente do resto, fala-se mais de uma determinada marca num determinado país, que a própria marca investe mais nesse país
PARTICIPANT 1	Concordo, concordo
PARTICIPANT 5	[...] (05:30)
PARTICIPANT 3	Nike e Adidas acho que é as as duas marcas mais mundiais
PARTICIPANT 4	Até um pouco como [...] (05:35)
PARTICIPANT 1	(risos)
PARTICIPANT 3	As outras marcas já depende muito do investimento que a própria marca faz num determinado sítio do mundo
MODERATOR	Sim...

PARTICIPANT 3 Num determinado continente... Na América acho que estão mais investidos em outras marcas do que na Europa, fala-se mais em outras marcas do que na Europa, já tem a ver com o investimento que a marca faz, dependendo da modalidade

PARTICIPANT 2 (acena positivamente)

MODERATOR Sim...

PARTICIPANT 4 Exato, é isso

PARTICIPANT 3 Na América há desportos que na Europa não se investe e na Europa faz-se desportos que na América não tem nada a ver

PARTICIPANT 4 O futebol, a Europa vive intensamente o futebol, essas marcas se calhar...

PARTICIPANT 3 Já depende muito do que a própria marca investe em cada tipo de desporto

PARTICIPANT 4 Por exemplo, se calhar, nos Estados Unidos como é o rugby, ou o Futebol

PARTICIPANT 3 Mais o rugby, mais futebol americano

PARTICIPANT 5 O baseball nos Estados Unidos

PARTICIPANT 4 Baseball, e o Basket já

PARTICIPANT 5 No baseball é tudo Reebok

PARTICIPANT 1 Mas há Reebok na América, mesmo muita

PARTICIPANT 4 Mas eles têm um tipo de [...] para certos tipos de desporto

PARTICIPANT 1 Eu diria Reebok e Nike, vá, quando a gente ia aquelas lojas...

PARTICIPANT 3 Há uma marca que se vende muito e que aqui não tem projeção, que é a Puma

PARTICIPANT 1 Ahhh! Pois!

PARTICIPANT 4 Pois

PARTICIPANT 3 Na América tem uma projeção... no Canadá, sobretudo uma projeção muito grande, vê-se lá muito material Puma, muito! Aqui, a Puma não tem... Não é uma marca assim muito... Não tem assim muita... (acena negativamente)

PARTICIPANT 4 Sabe-se que é de marca, mas não... (06:59)

PARTICIPANT 3 Pode ser muito boa, mas o pessoal não conhecendo, as pessoas não conhecendo não... nem sequer ligam

PARTICIPANT 5 Já esteve muito forte em termos de calçado, Puma

PARTICIPANT 3 Enquanto a gente vai a uma loja, tem uma prateleira com dez produtos da Adidas, Nike, a gente vê um produto da Puma, ou dois no máximo

PARTICIPANT 1 (acena positivamente)

PARTICIPANT 3 Não, pensa que... Uma pessoa pensa logo, “isto só tem aqui, não é grande coisa”, já nem sequer dá a devida atenção que até às vezes poderia dar

PARTICIPANT 1 E isso influencia-nos, na realidade

PARTICIPANT 2 Sim

PARTICIPANT 3 Claro, e está, tem tudo a ver com o marketing, tudo

PARTICIPANT 4 O impacto visual ajuda

PARTICIPANT 1 Mas é claro

PARTICIPANT 3 O impacto visual também ajuda

PARTICIPANT 1 E a gente fica influenciados

MODERATOR Sobretudo nas lojas...?

PARTICIPANT 3 Sobretudo nas lojas

PARTICIPANT 4 Aí é mais nas lojas

PARTICIPANT 2 A pessoa diz “ah bon”, isso vende-se mais então é melhor

PARTICIPANT 3 Exatamente!

PARTICIPANT 2 Logo!

PARTICIPANT 3 E mesmo as próprias lojas também já vão racionar o investimento que vão fazer já imaginando o público que vão ter, a clientela, a afluência que vão ter. Se eles sabem que a clientela vai procurar mais aquele tipo de produto, já não investe tanto naquele, porque sabem que também não tem tanta projeção

PARTICIPANT 4 São estratégias...

PARTICIPANT 1 Sim, sim

PARTICIPANT 2 É tudo relacionado com [...]

PARTICIPANT 4 São estratégias do mercado

PARTICIPANT 1 Isso é tudo marketing

PARTICIPANT 4 E bem

PARTICIPANT 1 Sim...!

PARTICIPANT 3 Eu acho que também é regra geral. Calçado, equipamento de desporto

PARTICIPANT 2 Isso é tudo [...] (08:35)

PARTICIPANT 3 Se uma modalidade de desporto sabe que aquela linha daquela marca é melhor, obviamente que já nem vai estar a ligar às outras, independentemente do preço, se tiver mesmo que investir, vai investir numa coisa que sabe que vale a pena

MODERATOR Quando diz “melhor” no sentido de...

PARTICIPANT 3 De experiência!

MODERATOR ... De atrair mais clientes?

PARTICIPANT 4 A [...] também é calçado [...] (09:01)

PARTICIPANT 5 A [...] também é equipamento desportivo, patrocina algumas equipas portuguesas de futebol, por exemplo, Braga

PARTICIPANT 4 Mas tem calçado desportivo?

PARTICIPANT 5 Calçado desportivo, penso que tem alguma coisa, penso que sim, penso que sim... O que eu acho é que, e me enerva um bocado, é o, o preço! Uma pessoa paga mais que [...] tanto o produto que vai comprar, quase como a própria marca

PARTICIPANT 3 Mas isso é sempre, a gente já sabe! O produto [...] tem que pagar X por cento (09:37)

PARTICIPANT 5 Custa 10, nós estamos a pagar 80 pela marca

PARTICIPANT 1 Estás a pagar o nome

PARTICIPANT 4 Se calhar umas sapatilhas de custam 200 euros, se calhar estás a pagar 180 só pela marca

PARTICIPANT 5 É um inflação de preço completamente incrível. Uma pessoa vai aqui à Xtreme e vê uma chuteira dessas da Nike profissionais, custam perto dos 400 euros, mas passado um tempo, passam as coleções, passa o tempo, essas chuteiras já estão a 100 euros, leva dois pares

PARTICIPANT 3 70% [...] (10:09)

PARTICIPANT 5 Veja lá, veja lá

PARTICIPANT 3 E mesmo assim a loja tem lucro, e mesmo assim a loja tem lucro

PARTICIPANT 5 E mesmo assim a loja tem lucro... Eu acho que, isso...

PARTICIPANT 4 600-700 euros é para pagar os contratos milionários, ao Cristiano Ronaldo, e a outros assim, que eles pagam muito a eles

PARTICIPANT 2 Mas é assim, há certas pessoas que também só associam a qualidade ao preço, há certas pessoas assim. Se a Nike não fosse cara, não era bem [...] (10:33)

PARTICIPANT 5 Mas não acho bem

PARTICIPANT 1 Também acho que sim, mas atenção

PARTICIPANT 2 Eu estou a dizer que há certas pessoas que dizem “A Nike é boa porque é cara”. Enquanto há sapatilhas que não tem marca que se calhar são boas como aquelas. Mas a pessoa, como é... É como se você vai comprar uma Renault ou um Porshe, é exatamente igual, é um carro, com quatro rodas, anda na mesma, só que andas a passear ou num Renault ou num Porshe

PARTICIPANT 1 E vai a todo o lado

PARTICIPANT 2 É exatamente a mesma coisa em tudo, que seja em calçado, que seja em roupa, que seja em tudo. Há aquela coisa de... Trazer umas sapatilhas da Nike, é mais fixe que... Adidas. (11:11) Prontos. E acho que preço também é... Por esses calculos todos, mas se elas não fossem caras não era de qualidade. Há muitas pessoas pensam assim: o preço, há qualidade.

PARTICIPANT 4 [...] (11:24)

PARTICIPANT 1 Pois...

PARTICIPANT 3 Às vezes é, mas nem sempre

PARTICIPANT 4 Mas eu acho que... Acho que num desporto que existe [...] (11:36) tem que ser as melhores

PARTICIPANT 5 Pois...

PARTICIPANT 4 Quando o desporto exige muito...

PARTICIPANT 5 Quer dizer, [...] com o nível da prática (11:40)

PARTICIPANT 4 [...] (11:42) no futebol, as sapatilhas a desgastá-las [...] consoante isso tem que ser mesmo bom

PARTICIPANT 5 Pois, pois...

PARTICIPANT 4 E se calhar, a Nike e a Adidas são as melhores do mercado

PARTICIPANT 5 É como em Coimbra, lá no Fórum de Coimbra, há uma loja da Nike, e a loja vai fechar, e eles, o que é que eles fizeram? Têm tudo em liquidação total, artigos que estavam lá, por exemplo, camisolas do Barcelona, camisolas do Atlético de Madrid, camisolas da seleção, mesmo a oficial, o preço de origem custa 120 euros se não me engano, 120 euros, agora está a passar a custar 35 euros. E eles sacam lucro! E eu acho que... O preço...! Eu, português, gostava de chegar ao Euro, epá e ter a minha

	camisola de Portugal, ter gosto [...] Em ter a minha camisola de Portugal, para apoiar a minha seleção
MODERATOR	Sim, sim
PARTICIPANT 5	E não posso, por causa, por causa da inflação do preço. Eles ganham, eu acho que eles ganham... Se querem ganhar dinheiro, e o objetivo é ganhar dinheiro, [...] (12:42) eu acho que esses preços só atigem um público-alvo, que é o da classe média-alta
PARTICIPANT 2	Eu acho que...
PARTICIPANT 5	E há tanta gente de classe média-baixa, que tem alguma possibilidade, não pode gastar tanto
PARTICIPANT 4	E não compram...
PARTICIPANT 5	E já não compram! Mas estão mortinhos para comprar!
PARTICIPANT 2	Eu acho que, eu acho que as marcas se deviam adaptar ao país que estão
PARTICIPANT 1	[...] (13:06) Se tu fores aos Estados Unidos, tu pagas a mesma sapatilhas metade, ou ¾ do preço e é a mesma sapatilha, eu sei porque a gente via!
PARTICIPANT 2	(acena positivamente) Eu acho que... Eu acho que as [...]
TODOS	[...] (13:21)
PARTICIPANT 3	As marcas trabalham, apostam numa [...] uma coisa que eu acho é que... O PARTICIPANT 5 agora à bocado estava a falar na Xtreme, se a gente formos a comparar as lojas, os nomes das lojas, temos três mais flagrantes. Xtreme, SportZone, Decathlon. A gente não vai encontrar o mesmo produto numa loja, muito dificilmente está na outra, há alguns, mas nem todos. Há produtos que eles fazem, que a marca faz especificamente para aquela loja, faz outros produto especificamente para aquela, vai comprar um produto naquela loja, tu não encontras em mais lado nenhuma
PARTICIPANT 4	É tudo exclusivo...
PARTICIPANT 3	É tudo exclusivo. Até o lote de fabrico já é outro, por isso é que já é mais barato, tem uma produção tão cara, se for preciso, que noutro, por exemplo na Xtreme, é difícil encontrar um par de calçado relativamente acessível. A gente só vai lá para ver, porque para comprar, está quieto.

	A gente compra assim uma coisa... Esporadicamente, assim uma coisa... Descontos malucos
PARTICIPANT 5	Quando eles têm aqueles descontos em fevereiro até abril
PARTICIPANT 4	Descontos em abril, tem promoções boas...
PARTICIPANT 2	[...] É um grupo mais pequenino (14:42) [...] é um grupo mundial
PARTICIPANT 3	É um sítio onde a gente já só entra, como aquela loja que a gente pensa "[...]", não vale a pena entrar, a gente fica deslumbrado, mas sabe que não pode, não tem acesso, mais vale nem sequer entrar que é para já não ficar desiludido!
PARTICIPANT 5	E as pessoas quando querem um determinado produto, o preço aqui na loja está completamente caro, então procuram na internet, procura-se muito o preço, o preço na internet. E temos que ir ao estrangeiro, porque é que estamos a investir no estrangeiro, para trazer uma coisa que nós queríamos cá e eu já tive, eu já tive aqui comentários desagradáveis, hmm, numa loja musical, agora a nível da música, mas é, é... O mercado é equivalente, em que me disseram: "Então", eles disseram-me "Olha, tenho este produto a X preço" e eu digo-lhes, para chegar a um preço mais barato, digo-lhes "opá, mas eu consigo mais barato naquela loja lá da Alemanha vindo pela Internet. Disse "então mas tu em vez de, então és português e vais enriquecer mais aqueles gajos que nos dão dinheiro, que nos estão a dar dinheiro para sobreviver, e não compras cá", "epá mas é mais barato lá!"
PARTICIPANT 1	Tu vais comprar onde é mais barato!
PARTICIPANT 5	Pronto, e as pessoas também... Há muitas pessoas que não [...] (15:52)
PARTICIPANT 3	Compras cá, tens que pagar os impostos ao Estado!
PARTICIPANT 5	Pronto...
PARTICIPANT 3	Compras lá mas não paga nada para o Estado!
PARTICIPANT 5	Pronto...
MODERATOR	Mas o incrível, por acaso, é que comprar, por exemplo, num país que não é Euro, nós pagamos na mesma os impostos cá e os impostos lá, se for pela internet ou assim. Nós estamos a pagar os impostos lá [...] Se vier da Inglaterra, paga-se...
PARTICIPANT 5	Então se for fora da Europa
PARTICIPANT 1	Mas mesmo assim compensa

PARTICIPANT 5 Pagamos a alfândega! Não é brincadeira nenhuma!

PARTICIPANT 1 Fora da Europa não [...]

PARTICIPANT 5 Pois... Eu trouxe uma bateria da Venezuela, os fiscais apanharam-me , perguntaram-me, viram as caixas e perguntam “O que é isto? Então e você tem a fatura disto? Mas você vai ter de pagar o IVA disto!”

PARTICIPANT 1 Pois tem

PARTICIPANT 5 E eu tive que pagar ali na alfândega

MODERATOR Mas eles geralmente se tu fizeres uma, se vocês fizerem uma compra na Inglaterra e selecionarem que a vossa morada é Portugal, aquilo cobra-vos o IVA de Portugal, não da Inglaterra

PARTICIPANT 5 Não, mas exatamente

PARTICIPANT 1 Mas mesmo assim consegues pagar mais barato do que aqui, na Inglaterra, mesmo pagando a taxa, mais barato do que em Portugal

PARTICIPANT 5 Mais barato do que aqui, exatamente

MODERATOR Por acaso isso é verdade

PARTICIPANT 1 É incrível?! Então e o que é que a gente vai fazer? Vamos comprar lá fora!

PARTICIPANT 5 Vamos comprar lá fora e andamos a investir nos países, nos outros países!

PARTICIPANT 1 Eu conheço uma rapariga que comprou um computador, e ela teve que o comprar lá!

MODERATOR Sim

PARTICIPANT 1 E mesmo assim é mais barato, o que é que a gente vai fazer? Temos que ir comprar lá! Mas eu estava a falar dos mesmo artigos, não estou a falar no... Agora à pouco estavas a dizer... Quem é que disse, de... Em lojas diferentes, estou a falar o mesmo artigo que a gente, o mesmo par de sapatilhas, ou de ganga, a mesma coisa

PARTICIPANT 5 Sim, sim, sim, sim

PARTICIPANT 1 Tu vais aos Estados Unidos e pagar três vezes mais barato. É incrível. Porquê? É [...] feito na mesma fábrica, a pele é a mesma

PARTICIPANT 4 [...] (17:42)

PARTICIPANT 5 Eu, eu... O que é calçado, material de, material musical que eu uso, e especialmente, calças para o meu irmão. O meu irmão gosta muito de usar a Levis, aqui a Levis é completamente [...]

PARTICIPANT 1 Não podes!

PARTICIPANT 5 Aqui? Aqui a Levis vai meia conta bancária vai ao ar! Na Venezuela, a Levis é completamente barato, mas é mesmo baratíssimo!

PARTICIPANT 1 É, É! 27 dólares! O Vitor tem um armário de Levis! E ele foi e eu disse

PARTICIPANT 5 O meu irmão é o armário cheio de calças da Levis, e ele só, só se sente bem a usar Levis! E lá, o preço é completamente acessível. As pessoas, mesmo de classes mais baixas [...] (18:21)

PARTICIPANT 1 E a mesma calça, o mesmo número, ganga, de ganga estou a falar de dinheiros [...] (18:25) O Vitor tem, ele só usa isso, no outro dia ele entrou e eu disse: “Sai daí, sai daí! Sai daí já!” [...] e eu disse : “hahaha”

PARTICIPANT 5 Eu vejo, eu vejo por exemplo na Venezuela, famílias que vivem aquelas casas mais degradadas, têm um trabalhito no supermercado, trabalham só a arrumar coisas, [...] ganham o seu rendimento mínimo, têm dinheiro para comprar dois ou três pares de Levis!

PARTICIPANT 1 Claro!

PARTICIPANT 5 E eles andam sempre de Levis, [...] (18:57) têm que ter pelo menos dois pares de calças.

PARTICIPANT 1 Só para acabar uma coisa sobre as marcas. A Aerosoles, sabem que é uma marca portuguesa?!

PARTICIPANT 2 (acena positivamente)

PARTICIPANT 5 Qual marca?

PARTICIPANT 1 A Aerosoles

PARTICIPANT 4 Sim, a Aersoles

PARTICIPANT 1 Eu não sabia, atenção! Eu na América como eu tenho certos problemas na coluna, eu preciso de sapatos confortáveis [...] (19:16), e eu usava muito, mas eu ia lá, comprava um par de sapatos [...] (19:22) barato. [...] Aliás, acho que agora já fechou outra vez, acho que já não existe mesmo. E é depois lá na América que me disseram, “É uma marca portuguesa” e eu “Ahh! Está bem” [...] (19:35) sapatos lá, eu aqui já fui ??? e era sapatos a 80 euros. A marca é daqui, [...] é de São João da Madeira, têm que exportar para a América, por amor de Deus!

PARTICIPANT 5 Mais cara aqui do que lá! Pois...

TODOS [...] (19:55)

PARTICIPANT 4 [...] (19:59)

PARTICIPANT 1 Está sim senhora, pois a gente esteve lá. Está.

MODERATOR Então, uma pergunta

PARTICIPANT 4 Eles acham que ganhamos todos muito bem

PARTICIPANT 1 É...

PARTICIPANT 2 (risos)

PARTICIPANT 3 (risos)

MODERATOR Então, o PARTICIPANT 5 estava a dizer, que aquelas pessoas que têm [...] (20:28) arranjam forma de comprar Levis. Hm, vocês acham que as marcas tentam chamar essas pessoas também, também essas pessoas, direcionam-se mais a um público específico, desportista, ou seja, mais pessoas que praticam desporto... Vocês acham que, pronto, as marcas tentam [...] (20:49)

PARTICIPANT 3 As marcas que querem divulgar para o público em geral

PARTICIPANT 4 Todo

PARTICIPANT 3 Agora, se há disponibilidade monetária para... Não acredito. A marca também não investe muito nessa parte, só investe mais na parte mais cara, não é capaz de investir por exemplo, num... A marca podia investir num modelo mais trabalhado, mais [...], mais sofisticado, mais caro, e podia ter uma linha mais económica, mais abrangente, acho que também é uma falha

PARTICIPANT 4 Mas aqui é um bocadinho diferente [...] (21:29) Se... Por exemplo, a Adidas, a Nike, se investissem forte e feio na publicidade na televisão, a gente já sabia que era para [...] (21:36) para o mundo em geral [...] Agora, hoje em dia, isso já é, já é... As pessoas [...] (21:44) publicidade na internet, ou é nos sites do desporto, eu acho que já está mais direcionado para ?????? (21:52)

MODERATOR Acho que estão a direcionar-se mais, talvez ao público

PARTICIPANT 4 Liminarmente, talvez sim (22:03)

MODERATOR Temos aqui uma perspetiva um bocadinho diferente. Você (para PARTICIPANT 4) pensa que as marcas estão a direcionar-se mais para o público desportivo, marcas relacionadas ao desporto estão mais direcionadas ao público desportivo e você acha que (para PARTICIPANT 3) quando se quer divulgar, divulgam-se em geral

PARTICIPANT 3	Eu acho que [...] (22:48) está aí o sol a chegar, vai agora chover reportagens de corrida, [...], bicicletas, vai começar a chover publicidade.
PARTICIPANT 4, PARTICIPANT 1, PARTICIPANT 2	(acenam positivamente)
PARTICIPANT 4	Isso aí eu também concordo
PARTICIPANT 5	[...] (00:15)
PARTICIPANT 2	(00:22) [...] eles querem...
MODERATOR	Ok
PARTICIPANT 3	Mas agora eu acho que há muita publicidade mais direcionada para o público feminino, mesmo assim eu acho que a mulher é sempre um bocadinho mais influenciável
PARTICIPANT 1	Porque a mulher também [...] (00:40)
PARTICIPANT 2	[...] (00:44)
PARTICIPANT 1	[...] Por exemplo, a mulher vai comprar para os filhos, é diferente, eu acho...
PARTICIPANT 4	[...] (00:53)
PARTICIPANT 3	Ainda bem
PARTICIPANT 4	Ainda bem...! [...] (01:00)
PARTICIPANT 2	[...] (01:05)
PARTICIPANT 4	Ainda bem!
PARTICIPANT 2	Há outra coisa que é a mulher sente-se mais [...] mais [...] (01:15)
PARTICIPANT 4	Exatamente!
PARTICIPANT 2	E então, já não há aquelas [...] de “Ah, eu tenho X idade, não posso fazer isso, porque tenho X idade, agora já não existe isso. Já não existe esse...
PARTICIPANT 4	Sim, esse maneira de pensar
PARTICIPANT 2	Essa maneira de pensar [...] (01:33)
PARTICIPANT 4	[...] (01:35)
MODERATOR	Então, pelo o que eu percebi, as marcas quando vão para a televisão estão a chamar toda a gente um bocadinho, mas quando vão para a internet, talvez você (para PARTICIPANT 4) acha que elas...
PARTICIPANT 4	(01:57) Mas por exemplo, eu, por exemplo [...] a Eurosport, ou mesmo se for na internet, se for a ver por exemplo no YouTube um vídeo de 30

	minutos de desporto, há aqueles anunciozitos que vão aparecendo, não é? Quem é que vê um anúncio de desporto? É pessoal que gosta de desporto. Por exemplo, a minha mãe não vai ver aquilo, ou... Outras pessoas [...] não vão ver aquilo (2:26), não é? E aí eles quando metem publicidade aí, é para aquele público
MODERATOR	Quando vocês pensam
PARTICIPANT 4	Em termos gerais, em termos gerais... Claro.
MODERATOR	Sim... Quando uma pessoa procura, ou quando vê algum vídeo desporto ou alguma publicidade que está associada ao desporto, vocês acham que algum tipo, para além da compra do produto?
PARTICIPANT 5	Concorrência. Eu acho que é concorrência entre as marcas. [...] (2:58) A Nike e a Adidas, a Nike e a Adidas, Cristiano e Messi, Messi e [...] (3:12) Então a outra, matar-se uma à outra
MODERATOR	Mas que o motivo [...], uma pessoa vê um vídeo, hmm... Para se inspirar?
PARTICIPANT 5	Ah, sim
MODERATOR	Por exemplo, acham que...
PARTICIPANT 3	Acho que o facto de ver os vídeos [...] “visuais”, [...] (03:35) O facto de... Antigamente, há 20-30 anos atrás havia três quatro canais numa televisão. Tudo o que houvesse de publicidade, às vezes a gente estava a ver um filme, uma novela, havia 15 minutos de publicidade. A gente agora quer ver um [...] (04:03) Agora há uma, mas também, havia de tudo, havia de tudo, agora o facto de haver uma grande diversidade de canais, direcionados para aquilo, direcionado para aquilo, outro canal para desporto, outro para dança, cinema, outro... Já há publicidade mais direcionada nesses próprios canais, que havia aquele tipo de... Uma pessoa, “Ah eu quero ver aquele canal”, se está interessada no que dá naquele canal, a publicidade vai lá aparecer de certeza até haver [...] e influencia [...] (4:45)
PARTICIPANT 4	Nós agora à pouco estávamos a falar da Adidas e da Nike, por exemplo, em outros desportos, por exemplo, para canoagem não é Adidas nem Nike, não é?
PARTICIPANT 5	Pois, exato
MODERATOR	Sim

PARTICIPANT 4	Para, por exemplo, o Karaté, não é Adidas nem Nike, para... Não é? Por exemplo, para quem faz desportos radicais e andam nas pranchas, não é Adidas nem Nike, é outro específico
PARTICIPANT 3	A natação tem uma marca mais direcionada para, o ski tem outra marca mais direcionada para, dependendo do desporto, há outro [...]
PARTICIPANT 4	Depois aí é para um público específico
PARTICIPANT 2	[...] (5:40)
PARTICIPANT 3	Vai experimentar aquela que eu acho que é melhor, não sei quê
PARTICIPANT 1	Ai sim, cada disciplina tem a sua marca, até no Ballet, há sapatos [...] (06:00)
PARTICIPANT 3	Não tem nada a ver com Nike nem Adidas [...]
PARTICIPANT 1	Sim, mas há marcas que elas gostam, a minha filha tinha marcas, mais a nível de sapatos, que ela gostava e que ela dizia [...] ela gostava que fosse aquela marca [...] (06:18)
PARTICIPANT 2	[...] (06:19)
PARTICIPANT 3, PARTICIPANT 1 E PARTICIPANT 2	[...] (06:35 – 07:25)
MODERATOR	Acham que tem influência na compra e na, no próprio, no próprio rendimento da pessoa a nível desportivo?
PARTICIPANT 5	Epá, eu [...] (07:39)
PARTICIPANT 1	Pode ser os dois
PARTICIPANT 3	Pesa mais no prato da balança do rendimento do que [...]
PARTICIPANT 4	[...] (07:45) e que acha é o mais adequado [...] (08:00)
PARTICIPANT 3	Eu acho que pesa mais o prato do conforto do que o prato do preço
PARTICIPANT 2	Sim, eu acho que sim
PARTICIPANT 4	[...] (08:19)
PARTICIPANT 5	Sim, eu nem uso Nike [...] tem um piton muito alto
PARTICIPANT 3	[...]o público em geral que não pratica aí acho que já se torna mais influenciável
PARTICIPANT 2	Sim!
MODERATOR	Pronto... Olhem, agora vamos para a segunda e útlima parte, que vocês estão mesmo ansiosos por experimentar, desta reunião, que é uma

pequena, pequena, pequena sessão de atividade física. E entra o nosso convidado especial, que é aqui o professor Brian Ferreira (09:00)

1.2 PART 2

0:52:54 – 1:26:43

(09:00 – 19:35 do outro vid)

GROUP OBSERVATION

(OBSERVATION GRID)

1.3 PART 3

1:26:43 – 1:32:54

MODERATOR	Então digam-me uma coisa, como é que se sentiram?
PARTICIPANT 1	Cansadas
PARTICIPANT 1	É... Um bocadinho sim
MODERATOR	E... Sentiram-se motivados, não muito...
PARTICIPANT 1	Sim, motivados...
PARTICIPANT 1	(para PARTICIPANT 5) que é que te estás rir? Motivada!
PARTICIPANT 2	Então olha, passaram de [...] todos frios [...] (20:05)
PARTICIPANT 1	Não, quando é muita gente, sente-se sempre, acho eu né [...] é mais agradável
PARTICIPANT 4	É mais agradável
PARTICIPANT 1	É mais agradável, [...] mais em conjunto, do que sozinho [...] as pessoas num ambiente simpático
MODERATOR	Qual foi o momento em que sentiram mais motivação? No início, durante, no fim...?
PARTICIPANT 1	Aos 9 minutos e 45 segundos
PARTICIPANT 1 E PARTICIPANT 2	(risos)
PARTICIPANT 1	Estou a brincar, estou a brincar...
PARTICIPANT 3	[...] (20:31) é sempre no início, quando a energia começa a desmorecer [...]

PARTICIPANT 1	É...
PARTICIPANT 2	Mas é diferente, [...]
PARTICIPANT 1	Já sozinhos a gente somos capazes de desmotivar e dizer “Ninguém vê!”
PARTICIPANT 2	(acena positivamente)
PARTICIPANT 1	Sim...
MODERATOR	Então e sentiram que estavam a ser observados...? Sentiram-se à vontade...?
TODOS	(apontam para câmara)
PARTICIPANT 1	Pela câmara, um bocadito
PARTICIPANT 4	Observados
PARTICIPANT 1	Para tentar controlar os movimentos faciais... Não fazer muitas caretas
PARTICIPANT 4	Se publicas no Facebook a dizer que eu sou um cromo...
MODERATOR	Não, não, não, não!
PARTICIPANT 3	Eu já vivo com a minha cara há muitos anos [...] (21:21)
MODERATOR	Então e tu, PARTICIPANT 5, como é que te sentiste?
PARTICIPANT 5	Sei lá...! Normal [...]
PARTICIPANT 3	Normal...?
PARTICIPANT 5	Senti-me um bocadinho... Acho que podia dar mais, [...]
MODERATOR	Por causa de quê...?
PARTICIPANT 5	Nós tivémos treino ontem!
PARTICIPANT 2	Eu fiz 3 horas de ginásio e fui para a [...] até às 5 da manhã [...] (21:50)
MODERATOR	Então e você (para PARTICIPANT 3), como se sentiu...?
PARTICIPANT 3	(encolheu ombros) Bem
MODERATOR	Bem?
PARTICIPANT 3	Sim
MODERATOR	Hmm... Sentiram-se um bocadinho incomodados, constrangidos, ou isso...?
TODOS	(acenam negativamente)
PARTICIPANT 5	Não! Estamos todos em família, tudo é bom!
PARTICIPANT 2	[...] (22:13)
PARTICIPANT 1	[...] (22:15) Quase que a gente tirava as camisolas
PARTICIPANT 4	Parecia mal, [...] (22:20)
PARTICIPANT 3	Não vamos exagerar!
TODOS	(risos)

MODERATOR	E tiveram alguma dificuldade? Algumas...?
TODOS	(acenam positivamente)
MODERATOR	Por exemplo...?
PARTICIPANT 4	A levantar-se
PARTICIPANT 1	Sim, a levantar-se [...] (22:40) a gente sente-se um bocadito... (desapontadas?)
PARTICIPANT 2	Enferrujadas?
PARTICIPANT 1	Não, não, não. Não é a questão de enferrujadas neste caso, é inferior, lesionada... Não, mas a gente sente-se um bocadito...
PARTICIPANT 4	Constrangida...?
PARTICIPANT 1	Sim, porque tu não queres dizer “Não, não, não posso, percebes?” As pessoas podem não saber e pensar “Aquela ali...”
MODERATOR	Mas inferior em quê? Por algum motivo?
PARTICIPANT 1	Sim
MODERATOR	Então?
PARTICIPANT 2	[...] (00:15) com outras pessoas
PARTICIPANT 1	Não, porque fui operada às cervicais tenho... Já tenho...
PARTICIPANT 2	[...]
PARTICIPANT 1	Como tenho mecânica já no corpo, a gente sente-se que a qualquer momento
PARTICIPANT 2	[...]
PARTICIPANT 1	[...] parafuso (00:35) Isto não é fácil...
MODERATOR	Mas pronto, à parte disso, sentiram-se bem?
TODOS	(acenam positivamente)
MODERATOR	Sentiram que podiam ter feito melhor...? Sentiram que deram tudo...?
PARTICIPANT 3	Se a gente já se tivesse mexido tanto como aqueles que estão naquela sala, estávamos todos rotos aqui [...] (01:00)
MODERATOR	Se pudessem repetir, sentem agora que talvez podiam ter dado um bocadinho mais ou... Estão satisfeitos?
PARTICIPANT 2	É para repetir não é? (risos)
[...]	(01:26)
MODERATOR	Estou a dizer agora. Têm vontade de voltar a fazer e...? Dar mais? Ou nem por isso?
PARTICIPANT 4	Vontade mental, sim, agora fisicamente, [...] (01:40)

PARTICIPANT 1	[...] também estás vestido não super... (confortável?)
PARTICIPANT 4	Esqueci-me, [...] (01:45)
PARTICIPANT 3	[...]
PARTICIPANT 5	Senti-me motivado, acho que podíamos fazer mais umas duas ou três repetições
PARTICIPANT 1	Ai, ai, ai...
MODERATOR	Como assim? Achas que podiam fazer, que podiam ter feito mais rondas?
PARTICIPANT 5	Eu acho que podíamos ter, sinto-me capaz!
MODERATOR	Ah, ok, ok!
PARTICIPANT 5	Sinto-me capaz...
MODERATOR	Sim...
PARTICIPANT 3	Eu só tenho a dizer é que, prometeu uma aula, se quisermos fazer outra talvez temos que... Sair do bolso...?
MODERATOR	Ahhh! Não! Não! Pronto, agora está aqui, vou só tirar o plásticozinho, estão à vontade para se servir e comer à vontade
PARTICIPANT 5	Se eu comer uma sandes dessas, vai repor o dobro das calorias que eu gastei aqui
MODERATOR	Ohhhhhh! Tranquilamente...!
PARTICIPANT 5	Estou a brincar...!
PARTICIPANT 2	Tu vais comer e depois vais ter que treinar outra vez!
MODERATOR	Não...!
	FINAL (02:56 video)

2 Session 1 – Group B

2.1 PART 1

0:00:00 - 0:39:02

MODERATOR	Olá, boa tarde, espero que estejam todos muito bem! Estão bem?
TODOS	Sim
MODERATOR	Bem, desculpem pelo atraso também, estive que estar à espera de algumas pessoas, incluindo [...] (00:07) A primeira pergunta que vos queria fazer é, saber quem de vocês pratica atividade física e que tipo de atividade praticam?
TODOS	(Silêncio)
MODERATOR	Quando digo “atividade física”, não estou a falar em exercício, estou a falar em... O que vocês considerarem atividade física, podem dizer à vontade.
PARTICIPANT 6	Ai é? Bem, eu pratico, mas não posso dizer qual é
MODERATOR	Está bem
PARTICIPANT 7	Eu pratico CrossFit [...] (00:44)
MODERATOR	Sim
PARTICIPANT 8	CrossFit, de vez em quando corro
MODERATOR	E vocês?
PARTICIPANT 12	Faço na escola e em casa
PARTICIPANT 11	Também faço, não é [...] (01:00) Agora não com tanta regularidade como devia de ser, [...] eu gosto mais de rua, caminhada e bicicleta [...] (01:09)
PARTICIPANT 9	CrossFit [...]
PARTICIPANT 10	CrossFit, [...] todos os dias, às vezes eu corre, fazer corrida também mas já não [...] (01:29)
MODERATOR	Então e [...], por exemplo material desportivo, quando falo em material estou a falar em vestuário, material. Têm comprado recentemente, [...], não compraram, gostavam de comprar...?
PARTICIPANT 8	(risos) Estivemos mesmo a falar nisso
MODERATOR	Então? Agora fiquei curiosa, agora denunciem-se...!
PARTICIPANT 7	[...] (2:03)

PARTICIPANT 8	[...] (2:07) Não, eu adoro comprar equipamento... Sempre que posso...
MODERATOR	E vocês...?
PARTICIPANT 11	[...] (02:15) não tenho comprado nada, mas gostava de ter equipamentos mais bonitos
PARTICIPANT 6	Também ?
PARTICIPANT 9	(acena positivamente) Eu por mim ia às compras, quanto mais rápido, [...] (02:25)
MODERATOR	Então e tu?
PARTICIPANT 10	Precisava de uns sapatos novos, mas os da CrossFit são muito caros, preciso de uns soutiens, que nós precisamos, mas são muito caros
PARTICIPANT 11	Eu percebo isso, eu percebo isso... Para umas mamas como as nossas é mais complicado
PARTICIPANT 10	No CrossFit que estamos para ali, para aqui, handstands e tudo é... (acena negativamente), preciso
PARTICIPANT 11	Eu já experimentei usar dois, um em cima do outro... Resulta. Mas... Porque é complicado porque temos de saltar e isso
PARTICIPANT 10	Ah, yeah
MODERATOR	Falando nisso, há algumas marcas, há alguma marca em específico que vocês gostam, que gostariam de adquirir, desse material que vocês estão agora a falar?
PARTICIPANT 11	Eu por exemplo tenho... Quando costumo ver o que é que está ao mais baixo preço, e... Claro que há artigos de mais qualidade, mas pronto, acho que também não faço nenhum exercício que me exija ter coisas também muito caras
PARTICIPANT 10	Sim
PARTICIPANT 11	Estou a dizer que quem faz exercício de forma mais profissional, mais regular, tem que ter mais atenção a isso. Mas por algum motivo mais barato, inclui a... SportZone, o... a... Decathlon
MODERATOR	Sim. Então e... Marcas de desejo? Mesmo que não possam adquirir, qual é a que vos... Vem assim à cabeça? Numa primeira instância...
PARTICIPANT 6	Nike
PARTICIPANT 8	Lululemon

TODOS	(risos)
PARTICIPANT 10	Ya, concordo
TODOS	(risos)
PARTICIPANT 9	Tão pobre [...] (4:08)
TODOS	(risos)
PARTICIPANT 7	É caro, [...] (04:10) comprar só online
PARTICIPANT 8	Só online, sim
PARTICIPANT 10	Só online
PARTICIPANT 8	Sim, [...] (04:14) fica muito caro
PARTICIPANT 10	Mas... As leggings deles são... Eu tenho um par e são 5 estrelas... 3 anos
PARTICIPANT 11	Que marca?
PARTICIPANT 8	Lululemon, só que as leggings... Cada para era 100 euros
PARTICIPANT 7, PARTICIPANT 10	Pois...
PARTICIPANT 8	É algum estrago no orçamento...
MODERATOR	Mas vendem cá em Portugal...?
PARTICIPANT 8	Que eu saiba, não, é só mesmo online
MODERATOR	Ah, ok... Sim
PARTICIPANT 10	Eu encontrei em Bangkok, e não sei se são verdadeiros ou não, mas são 5 estrelas. Para fazer squats, são as melhores
MODERATOR	Então, e mais alguma marca, nada que vem assim à cabeça, que vocês gostem, que... Não sei, prefiram, material... Qualquer coisa
PARTICIPANT 9	Reebok… Reebok, Nike e Under Armour. Que eu prefira
MODERATOR	São as três eleitas...!
PARTICIPANT 11	Bom, eu posso dizer que não estou habituada a marcas caras porque como não estou habituada também não sei... Realmente qual é a vantagem dessas marcas [...] (05:10)
MODERATOR	Sim
PARTICIPANT 7	Eu [...] (05:16) da Reebok

MODERATOR	Por algum motivo em específico vocês que disseram Reebok, por exemplo? Têm esse gosto por algum motivo em específico...?
PARTICIPANT 9	Eu acho que é um bocadinho por estar associado ao CrossFit [...] (05:30)
MODERATOR	Sim
PARTICIPANT 9	Se bem que também a Nike também já...
MODERATOR	Vocês quando pensam nessa marca associam a quê? Alguns adjetivos...
PARTICIPANT 9	A relação, se calhar, preço-qualidade, depende do género por agora também é uma marca que está a ficar um pouco mais cara, mas se calhar procurar alguma coisa com mais qualidade [...] (05:57) Reebok para a Nike, que não seja tãão caro, mas que tenha qualidade. Tem peças diferentes...
MODERATOR	E as pessoas que não falaram na Reebok, o que é que conhecem dessa marca? Conhecem a marca?
PARTICIPANT 6	Sim
E ?	
MODERATOR	Conhecem? E o que é que acham, assim, a vossa perspetiva? Não precisa de ser uma opinião desenvolvida, pronto, o que é que vos vem à cabeça quando vocês pensam nesse nome
PARTICIPANT 11	É assim, eu não estou habituada a artigos dessa marca, conheço bem a marca, não costumo é comprar
MODERATOR	Sim
PARTICIPANT 11	Acredito que faça diferença, mas também vamos pagar a parte [...] (06:34) a gente também sabe. Mas... É como eu digo, realmente quem tem que investir mais um bocadinho se calhar prefere as marcas
PARTICIPANT 9	Se calhar prefere as marcas
PARTICIPANT 11	E também tem outra resistência, e...
MODERATOR	Sim. Tem... Ok, sendo assim, vou para uma nova fase (risos) Hm, têm visto algumas publicidades desportivas, pode ser qualquer formato, a última que vocês se lembrem de ter visto, por exemplo? Hm, pode ser qualquer tipo de publicidade, que esteja aliada ao desporto, por exemplo, o que é que vos vem à cabeça?
PARTICIPANT 7	[...] (07:06) Eu sei que a SportZone está a fazer desconto nas bicicletas (risos)

PARTICIPANT 8	Recebeste a mensagem?
TODOS	(risos)
PARTICIPANT 8	15% de desconto no dia da mãe na Yellow Adventure (risos)
PARTICIPANT 10	Eles estão aberto de manhã?
TODOS	(risos)
PARTICIPANT 8	Eu acho que sim
MODERATOR	Sim... E mais, por exemplo
PARTICIPANT 6	O jornal [...] (07:35)
MODERATOR	Panfletos, coisas assim, que vocês tenham visto, sem lembrem
PARTICIPANT 11	Não me ocorre nada assim derepente
MODERATOR	Nada...? Tipo, vídeos ou publicidades, por exemplo, não sei, aliadas a algum evento desportivo, alguma coisa que vai acontecer...
PARTICIPANT 8	Os regionais
PARTICIPANT 7	[...] (07:56) este fim de semana, não é?
PARTICIPANT 10	Dia 7
PARTICIPANT 7	É para fugir
MODERATOR	O quê?
PARTICIPANT 10	A selfie run
MODERATOR	Ah ok
PARTICIPANT 10	A minha filha que não quer fazer nada, ela gosta de handball e dança, corrida e essas coisas, não, ela quer fazer a selfie run. Então é bom não é?
PARTICIPANT 10	Se ela quer correr... Vamos lá
MODERATOR	Hm... E... Não se lembra assim de nenhuma publicidade em vídeo, por exemplo, que tenham visto na televisão, que tenha a ver com desporto... Nada? Nada ocorre assim
PARTICIPANT 11	Agora de repente ocorreu-me... Não estava-lhe a dar a importância devida... Hmm... Que está a fazer muito [...] (08:35) que é o BTT e as caminhadas, os trails. E isso tem, de certa forma, por todas as

	localidades, as pessoas estão, estão a aderir muito a esse tipo de atividades que são realizar de X em X tempo. É uma coisa mais próxima das pessoas, é uma coisa acessível
MODERATOR	Acham que a aderência a isso talvez tem algum motivo, pronto, para além desse do preço, da acessibilidade, [...]? (09:12)
PARTICIPANT 11	Sim, eu acho que as pessoas também estão mais mentalizadas que têm que se mexer um bocadinho (acena positivamente)
PARTICIPANT 10	Por exemplo, a maratona em Lisboa, custa 50 euros para entrar, estas mais locais são mais baratas... “Talvez eu posso fazer” [...] (09:30) Quem experimentar tem que gastar tanto que correr 4 horas e vão pagar 50 euros não fazia sentido
PARTICIPANT 11	E é aqui mais próximo, não é preciso haver grandes deslocações, e as pessoas podem aderir também noutras localidades [...] (09:54) acho que até é este fim de semana que tem o trail, acho [...] em Lombomeão ou em Sousa... Está a decorrer este fim de semana... Depois, uma vez que o tempo também já [...] (10:04) as pessoas mais localmente também têm acesso, em Vagos, depois há em Mira, em volta, uma pessoa pode aderir... Onde quiser e sem ter grandes deslocações
MODERATOR	Sim. E, por exemplo, vocês próprias, alguma vez foram à procura de... Publicidades, na internet, ou... Algum tipo de livro, algum tipo de... Pronto, algum tipo de coisa que está associada ao desporto, mas que... Pronto vocês foram vocês próprias em busca disso, em algum lado na internet, em vídeos, hmm, sei lá, comentários, ou viram algum comentário na televisão, qualquer coisa assim, não conseguem recordar-se de nada? [...] (10:43)
PARTICIPANT 8	[...]
MODERATOR	Por exemplo?
PARTICIPANT 8	Coisas de CrossFit
PARTICIPANT 10	As técnicas de CrossFit
PARTICIPANT 8	Técnicas... Sei lá... Todas as edições dos jogos, dos games, dos invitationals, dos [...] e [...] (11:10)
TODOS	(risos)

MODERATOR	Costumam então ver esse vídeos, pronto, na internet e procurar e pesquisar, e... Por algum motivo em especial...?
PARTICIPANT 8	Quero aprender
PARTICIPANT 10	Inspiração
PARTICIPANT 8	E aprendizagem
PARTICIPANT 10	Sim
MODERATOR	Por exemplo, quando fala em inspiração, vêem isso antes do treino ou... Normalmente, só porque...
PARTICIPANT 10	Alguns dias que mostra as atletas a no dia-a-dia a fazer coisas. Okay. Ela é médica [...] (11:50)
PARTICIPANT 11	Eu por acaso, ultimamente tenho ido em busca, mas ainda não criei uma rotina, pronto... Eu não tenho aderido, não sou de ginásios, como eu acabei de dizer, gosto mais de fazer pela rua, bicicleta, caminhadas, etc. Mas gostava também de aprender a fazer exercícios... Em casa, mas tenho que me mentalizar que tenho de tirar o tempo, tenho que aprender. Por acaso ultimamente tenho andado em, a pesquisar como fazer exercícios localizados
MODERATOR	Sim
PARTICIPANT 11	Pronto, e como, felizmente, agora tenho uma televisão um bocadinho, tem acesso ao YouTube, o que pretendo fazer [...] (12:40) ter atitude, e fazer através de vídeos do YouTube, começar a exercitar e... A deixar a preguiça de lado, porque este inverno foi um bocadinho preguiçoso... E... Apanhei algum peso e queria... Ajustar, não é?
MODERATOR	Então tem pesquisado algumas coisas na internet, já assim, uma pesquisa... Que pesquisa já fez então?
PARTICIPANT 11	Sim [...] (13:10)
MODERATOR	Sente que há alguma coisa em falta quando pesquisa ou... Não encontra especificamente o que quer, ou já encontrou muita coisa...
PARTICIPANT 11	Sim... Existe muita informação

MODERATOR	Sim. Por exemplo, alguma coisa... Vídeos mais caseiros, de pessoas que também praticam ou coisas vindas de próprias marcas que, pronto, que fazem [...] (13:29)
PARTICIPANT 11	Mais caseiros
MODERATOR	Mais caseiros, sim. Hm...
PARTICIPANT 7	Mas já há muitas ajudas (13:35), pessoas que já são profissionais fazem os vídeos. Eu só acho que é um bocadinho arriscado para quem [...] (13:48) desempenho, uma coisa é já ter algum conhecimento e depois acompanhar em casa, agora para começar acho que aprender com alguém que corrija... [...] (13:58) praticante
PARTICIPANT 10	Ya
PARTICIPANT 11	Sim, sim
PARTICIPANT 7	Sim, acho que também depende um bocadinho da tipologia do exercício
PARTICIPANT 8	e há exercícios que não têm um risco tão grande [...] (14:12)
PARTICIPANT 7	[...] (14:13) fazer mal, atenção ao pormenor, mas que vai prejudicar o desempenho
MODERATOR	Sim, sim... E vocês agora estavam a dizer que... Estavam a falar de vídeos, ou seja, que vocês viam, hmm, por exemplo, vocês lembra-se de alguma publicidade recente que, neste caso a Reebok tenha feito? [...] (14:39)
TODOS	(silêncio)
MODERATOR	Não precisam de ser especificamente a promover um produto em concreto, pode estar a promover uma modalidade, pode estar a promover um atleta
PARTICIPANT 9	As regionais?
MODERATOR	Sim...
PARTICIPANT 10	A “Be more human”, no?
MODERATOR	Hm, hm
PARTICIPANT 10	Esta é a Reebok?

MODERATOR	Sim, é… E… Gostaram? Toda a gente conhece essa publicidade que a... Ela falou?
PARTICIPANT 11	Talvez já tenha visto passar, mas assim [...] (15:10)
PARTICIPANT 8	(para PARTICIPANT 7) De quê? Não percebi
PARTICIPANT 7	[...] (15:15)
MODERATOR	Sim, a PARTICIPANT 10 falou numa da “Be more human”
PARTICIPANT 8	Ahhh! Sim
PARTICIPANT 10	Não posso explicar melhor (risos)
MODERATOR	E... Lembram-se muito bem disso ou nem por isso?
PARTICIPANT 9	[...] (15:35) não muito bem, mas basicamente para [...] um bocado as pessoas, prática, a ser mais fortes, a ser mais... Já não me lembro assim muito bem, já foi há algum tempo
MODERATOR	Sim, sim... E vocês que não conhecem, hm, por exemplo, sentem que há uma escassez de publicidades relativas, pronto, a certas marcas que passam na televisão, há escassez ou acham que... Nem por isso?
PARTICIPANT 6	Não faz falta
PARTICIPANT 11	Sou da mesma opinião
MODERATOR	Sim
PARTICIPANT 10	[...]
PARTICIPANT 6	Se a gente quer vai a uma loja de desporto e...
MODERATOR	Quando vocês vão a uma loja vocês pensam, têm a sensação que estão expostos a determinadas marcas ou acham que, pronto, que é geral, que não há nenhuma que é mais popular, que parece que...
PARTICIPANT 6	Não, eu acho que tem a ver com as idades também. Os jovens... Um jovem não quer a mesma sapatilha do que eu vou querer, o meu filho quer uma sapatilha... Tem outros tipos de marcas, que eles gostam
MODERATOR	Sim, sim... Por exemplo, que marcas é que vocês associam aos jovens, em termos de desporto?
PARTICIPANT 6	Não é bem de desporto que eles usam no dia-a-dia e não é bem de desporto

MODERATOR	Sim, mas marcas que também têm a sua linha desportiva, por exemplo... Falou da Reebok, da Nike... Que marcas é que vocês... Se lembram assim de repente?
PARTICIPANT 7	[...] (17:09) aquelas sapatilhas, aquelas Nike
PARTICIPANT 8	Sim tinham uma...
PARTICIPANT 10	Nike Air
PARTICIPANT 7	Exatamente (acena positivamente)
PARTICIPANT 9	Adidas
MODERATOR	Adidas? Hm, pronto, e vocês... Vocês têm filhos, vocês sentem que os vossos filhos pressionam-vos a comprar uma determinada marca
PARTICIPANT 6	Sim, sim
MODERATOR	ou tentam influenciar, por exemplo?
PARTICIPANT 6	Por exemplo o quê?
MODERATOR	Marcas, o que é que...
PARTICIPANT 6	Agora não estou a ver, aquelas que tu trouxeste da América
MODERATOR	Vans?
PARTICIPANT 6	Vans
MODERATOR	Ahh
PARTICIPANT 6	É sapatilha e não é, sapatilha do dia-a-dia [...] (18:17) não vais com calça sapato, ele calça esse tipo de sapatilha, é mais por esse tipo de marca
MODERATOR	Sim, é...
PARTICIPANT 6	Não é Adidas, nem Nike, nem isso. Não interessa
MODERATOR	Sim
PARTICIPANT 10	Existe uma estranha coisa dentro dos 20 anos, que podiam crescer e [...] (18:38) e o cruzamento entre as duas coisas agora
PARTICIPANT 6	Isso na verdade não é sapatilha de desporto, é sapato, é... Estás a ver o que estou a dizer? (para PARTICIPANT 11)
PARTICIPANT 11	(acena positivamente)
PARTICIPANT 10	Não é bem distinguir, [...] (19:00) weightlifting shoes, assim é diferente, depois corridas, corridas... Sabes [...] (19:10)
MODERATOR	Acham que agora [...] (19:15) nesse tipo de, usar mais

PARTICIPANT 10	Acho bem. Existe mais coisa para desportos, mas estou (ou nao estou 19:22) a ver mais pessoas a fazer mais desporto (risos)
MODERATOR	Sim...
PARTICIPANT 10	Não sei...
MODERATOR	Sim. Acham que talvez então, esse tipo de marcas que nós estávamos a falar, Nike, Reebok, Adidas, direcionam-se mais mesmo para pessoas... Para atletas, ou acham que... Ou sentem que mesmo as pessoas que não praticam atividade física muito regular também se sentem convidadas a... Utilizar...
PARTICIPANT 6	Agora já há tudo e mais alguma coisa. Padrões, sapatilhas com flores e tudo e mais alguma coisa. Por exemplo, penso acho que é da Nike. Por isso não para desporto, na realidade quem as calça não faz desporto
MODERATOR	Sim
PARTICIPANT 6	É para vestir com uma calça de ganga... Ou com uma, seja lá o que for, mas não é para fazer desporto, hoje em dia, muita diversidade
PARTICIPANT 7	[...] (20:06)
PARTICIPANT 6	Não é? É daquelas de muitas cores, é com flores, é com tudo. Existe de tudo, mas não só propriamente fazem desporto com elas
PARTICIPANT 11	Já passou [...] (20:20) a toilet
PARTICIPANT 6	Completamente, mas é que completamente
MODERATOR	Sim
PARTICIPANT 6	Completamente. Há algumas com um bocadinho mais de salto ou calço (20:25)
MODERATOR	Sim
PARTICIPANT 6	Há de tudo, mas não é para desporto
PARTICIPANT 8	Ainda ontem fiz a toilet com umas New Balance
PARTICIPANT 6	Pronto!
TODOS	(risos)
PARTICIPANT 11	Consegue sobreviver tudo, não é? [...] (20:40) Conforto também, acima de tudo
PARTICIPANT 8	É, acima de tudo

MODERATOR	Acham que as marcas tentam... Hmm... Utilizar atletas para promover-se ou lembram-se de alguma marca que...
PARTICIPANT 8	Claro
PARTICIPANT 10	[...]
MODERATOR	Por exemplo, que atletas vocês se lembram, marcas...? Digam o que vocês, não precisam de ter um discurso muito fluido, só, digam o que vos vai à cabeça, não há problema nenhum em dizer o que quer que vocês se lembrem. Podem dizer à vontade
PARTICIPANT 9	Atletas Reebok
PARTICIPANT 8	Nike associada aos atletas das maratonas, Reebok associada aos Games, agora não me lembro se a... (21:34) sim, mas a Reebok faz uma série de [...] marketing [...] em que tira patido dos atletas de CrossFit. O Froning, a Katrin, [...]
MODERATOR	E vocês, o que é que acham?
PARTICIPANT 9	Eu também acho que sim, todas as marcas utilizam ou atletas ou famosos ou qualquer coisa para chamar, para chamar
PARTICIPANT 11	Mais pessoas
PARTICIPANT 9	Se calhar se for uma pessoa que não conhecemos de lado nenhum, [...], se é um famoso tu... Chama-te mais à atenção, acabas por fixar. “Olha aquele... Não sei quem, estava a usar aquela marca”
MODERATOR	E na vossa opinião, acham que resulta ou... São indiferentes a isso?
PARTICIPANT 11	Eu acho que sim, eu acho que sim... Eu acho que, um conhecido com aquela marca influencia as pessoas mais influenciáveis
MODERATOR	Sim... Consideram-se um alvo ou nem por isso?
PARTICIPANT 11	Não
PARTICIPANT 8	Somos todos um bocadinho, dizer que não... Podemos não ser...
MODERATOR	Não ceder, mas...
PARTICIPANT 8	(acena positivamente)
PARTICIPANT 11	Mas momentaneamente sinto... Aquela coisa, mas não quer dizer que vou colocar em prática. Claro que um famoso dá sempre... Ênfase. Ao

	que vestir ou tiver calçado... Agora não quer dizer que eu vá adquirir as coisas só porque ele tem as coisas
MODERATOR	Acham que talvez os preços são um bocado exagerados, dentro das marcas...?
PARTICIPANT 6	Completamente.
PARTICIPANT 7	[...] (23:20) Ao ver determinado atleta a usar [...] já associou
PARTICIPANT 11	Sim (para PARTICIPANT 7)
PARTICIPANT 8	A Reebok conseguiu, hm, do ponto de vista do CrossFit ser o que é atualmente depois da, de se ter associado à marca e ter banido todas as restantes marcas dos Games, porque antes... Eu há bocado ouvi dizer, “a Nike agora também já tem”, não é bem assim, a Nike sempre teve, só que o problema é que [...] (24:05) da Reebok dominou completamente a cena e baniu mesmo, proibiu, do ponto de vista do contrato que fez com a marca CrossFit, proibiu a existência de outras marcas, de roupa, nos Games e agora toda a gente acha que a Reebok, só a Reebok é que produz roupa de CrossFit e não é bem assim
MODERATOR	Sabem... Toda a gente conhece os Games ou... Nem por isso?
PARTICIPANT 6	Não
MODERATOR	Pronto, os Games é uma competição de, aliada à modalidade CrossFit
PARTICIPANT 6	Não conheço
MODERATOR	E pronto, é das... (para PARTICIPANT 6) A modalidade CrossFit, talvez, não sei, nunca viram na televisão uma reportagem a falar sobre isso
PARTICIPANT 6	Não estou a ver
MODERATOR	Nunca ouviu falar de um rapaz chamado Salgueiro, na televisão, das “Dicas do Salgueiro”...? Na televisão deu uma...
PARTICIPANT 6	Eu não
MODERATOR	Pronto, e elas estavam aqui a falar sobre isso, e os Games é uma, é uma das competições dessa modalidade, e a Reebok é a patrocinadora, pronto, e como a PARTICIPANT 9 estava a dizer... Que baniram a Nike, baniram os atletas de utilizar a marca Nike, só podem utilizar a Reebok porque são os patrocinadores
TODOS	(acenaram positivamente) Ah
MODERATOR	Acham que está correto? Qual é a vossa opinião, já agora?

PARTICIPANT 8	Acho que foi uma manobra mega inteligente da Reebok
PARTICIPANT 10	A Reebok precisava, ela estava...
PARTICIPANT 9	(em concordância)
PARTICIPANT 8	Estava-se a afundar completamente, o CrossFit foi mesmo... a jangada salvadora
MODERATOR	Sim. Pronto, hm...
PARTICIPANT 8	[...] (26:00) do ponto de vista de tudo
PARTICIPANT 6	Eu acho que isso também tem a ver com os países, porque em França a Reebok é uma marca muito bem, muito bem vista, muito bem que as pessoas usam, é uma marca muito bem vista, acho que tem a ver também com os países
MODERATOR	Vocês também sentem esta sensação? Que em certos países há marcas mais...
PARTICIPANT 6	Eu acho, tem tudo a ver. [...] (26:33) Le Coq Sportif, em França é uma marca... Aqui há mas [...] (26:45) mas existe aqui só que as pessoas se calhar não dão a mesma...
PARTICIPANT 9?	Não sei
PARTICIPANT 11	[...] (26:55) a publicidade está a falhar [...]
PARTICIPANT 6	Até a Adidas, lá é muito mais, até parece que aqui não é uma marca muito... É mais [...] (27:03)
PARTICIPANT 8	Eu discordo, eu discordo
MODERATOR	Talvez depende o contexto, o ambiente em que se está, não sei...
PARTICIPANT 11	Mesmo agora [...] (27:20)
MODERATOR	[...] (27:25) Acham que talvez, se houvesse mais publicidades [...] na televisão, haveria uma maior aceitação para essas marcas [...] (27:43) [...] (27:45) ou acham que seria indiferente?
PARTICIPANT 11	Lá está, se tivesse um atleta famoso associado à marca, era capaz de... Mexer. Aqui
PARTICIPANT 8	[...] (28:07) estão mais associadas na tipologia do desporto, são mais usadas (28:09)

PARTICIPANT 6	[...] sapato (28:30) sapatilha, eu já vi
MODERATOR	Sim
PARTICIPANT 6	Em Portugal, aqui em Portugal [...] (28:38) não é [...] uma bota, sapatilha-bota, por isso eu estou a falar, justamente, eu não costuma ver esse estilo de sapato [...]
MODERATOR	Hmm, e... Por acaso, para quem utiliza as redes sociais, já partilharam convosco algum vídeo específico, publicidades, descontos, sei lá, coisas [...] (29:15) convosco
PARTICIPANT 9	[...] (29:19)
MODERATOR	Por exemplo...?
PARTICIPANT 9	Primeiro, tem a ver com aquilo que tu segues. [...] (29:33) ainda este fim de semana, que é o fim de semana do dia da mãe, tenho lá [...] publicidades [...] descontos, fim de semana, mas pronto as [...] também partilham [...] “Tal e tal loja, tal e tal marca vai fazer não sei quanto de desconto, queres mandar vir?” [...] (29:57) Tu se calhar também precisas e acabas por “Ahhh, 15% de desconto agora, manda vir também, pronto” [...] E és influenciado por isso, acabas por ser influenciado pelas redes sociais [...] (30:12)
PARTICIPANT 7	[...] (30:10)
PARTICIPANT 9	Exatamente
PARTICIPANT 11	Comigo, não sou nada [...] (30:36) o que aparece mais é o desconto tal, esses eventos, nessa hora (30:40)
MODERATOR	Sim
PARTICIPANT 11	[...] (30:50)
MODERATOR	Agora à pouco estávamos a falar, hmm... Na outra sessão e lembraram-se de... De falar de panfletos LIDL [...] em desporto... Lembram-se de ver isso, acham que acontece com frequência...? Qual é a vossa opinião? Eu estou a falar em panfletos dessa marca, mas pronto...
PARTICIPANT 6	Esta semana está a dar na televisão, corsários para... Estão a disso ?
PARTICIPANT 11	Eles costumam fazer promoções... Jeitosinhas. [...] (31:30)
PARTICIPANT 7	[...] (31:32)

PARTICIPANT 11	E... Realmente são produtos...
PARTICIPANT 6	Mais acessíveis
PARTICIPANT 11	E mesmo bons, para o preço, bons.
MODERATOR	Acham que tirando, tirando o logotipo da marca, os produtos são praticamente semelhante ou...
PARTICIPANT 8	Do ponto de vista do design, não são. [...] (31:54) qualidade
MODERATOR	Mas, mesmo assim acham que em geral há uma preferência pelo produto que é mais barato, sempre virada [...] (32:02) para aquele produto?
PARTICIPANT 6	Não, acho que tem a ver com o dinheiro que tens na carteira
PARTICIPANT 11	Eu por exemplo, foi lá que comprei o meu equipamento todo para andar de bicicleta. Se calhar se fosse noutra loja não tinha comprado logo tudo assim de repente
PARTICIPANT 6	É mesmo...
PARTICIPANT 10	Soutiens a 6 euros, “Ah eu posso levar” ?? (32:35)
PARTICIPANT 11	E estavam com uma promoção, o meu primeiro equipamento foi logo ? (32:38), luvas corsários com almofada, camisola, tudo [...] (32:42)
MODERATOR	E... Sentem que por exemplo... As mais jovens, e temos aqui uma muito jovem (para PARTICIPANT 12): Sentes que, por exemplo, as tuas amigas falam muito em algumas marcas ou... Não sei, sentes alguma pressão em comprar certas coisas porque as pessoas que te rodeiam também têm ou, não sei.
PARTICIPANT 12	Sim, alguma, e também as pessoas também começam a falar de marca
MODERATOR	Por exemplo, falam em que?
PARTICIPANT 12	Nike, Adidas, já não me lembro, tem um N
MODERATOR	É New Balance
PARTICIPANT 12	New Balance
MODERATOR	Hm, e... E tentas pressionar a tua mãe a... Comprar ou...?

PARTICIPANT 12	Hm, mais ou menos, se eu quiser muito... Sim
PARTICIPANT 7	[...] (33:43)
MODERATOR	Vocês, o que é que vocês associam à por exemplo à [...] (33:50), vocês associam o quê, por exemplo, que adjetivos vocês associam à Nike? Quando eu digo adjetivos...
PARTICIPANT 10	Quê?
MODERATOR	Que adjetivos vocês associam à marca, tipo Nike, por exemplo? Pode ser o que vocês quiserem, qualquer coisa.
PARTICIPANT 11	Como nunca usei, não sei o que posso dizer
MODERATOR	Não, mas até da perspetiva de quem vê de fora, mesmo sem utilizar, não é preciso estar a dizer, por exemplo “confortável”, podem dizer, visualmente o que é que acham, o que é que associam, acham que são mais, é uma marca mais socialmente aceite do que outra, Adidas, Reebok...?
PARTICIPANT 10	Tenho umas Nike para corrida, mas [...] (34:35) mas não uso, mas eram confortáveis, depende
MODERATOR	Hm, hm
PARTICIPANT 7	Eu não tenho nada da Nike
MODERATOR	Não gostas?
PARTICIPANT 8	Eu tenho imensa coisa da Nike, e acho que a Nike tem imensa qualidade. Mesmo comparado com o que eu tenho da Adidas, da Reebok, da [...] (35:03) sem dúvida nenhuma, o material da Nike é muito superior em termos de desporto [...] (35:08) sobretudo as leggings.
MODERATOR	[...] (35:15) um exemplo?
PARTICIPANT 8	(acena positivamente) Eu tenho calças da Nike que como novas, e tenho leggins da Reebok compradas há 1 mês, 2 meses, e parece que têm anos e anos e anos. [...] (35:35) a Nike, eu acho [...] tem melhor qualidade
PARTICIPANT 10	[...] (35:45) Adidas ser uma “fashion” e menos desporto [...] as cores (35:50)

MODERATOR	Mesmo sabendo que algumas têm menos durabilidade que outras, sentem-se tentados a comprar... As mais bonitas e assim? Marcas que sabem que não vão durar tanto...?
PARTICIPANT 8	Mas eu acho que a Nike associa as duas coisas [...] (36:17) da Nike é associar as duas coisas. O design, interessante e qualidae. Já as da Reebok têm mais dificuldade em passar isso, sem ??? (36:41) acho que quando fizeram o design, as sapatilhas, acho que ninguém bate a Nike. [...] (36:50)
MODERATOR	Se que disse que tinha material [...] (36:56)
PARTICIPANT 8	Porque... Sei lá, por exemplo, a Adidas tem algumas um conjunto de leggings giras, mas o que é facto é que o material não valem [...] (37:13) levantam
PARTICIPANT 11	Borboto
PARTICIPANT 8	Não é bem isso, é tipo coçado
MODERATOR	Sim, já sei
PARTICIPANT 8	A Nike não
MODERATOR	[...] (37:30) Marcas brancas, acham que tem muita qualidade, pouca qualidade? Acham que... Não vale a pena o investimento se têm um produto mais barato...?
PARTICIPANT 6	Acho que não faz a mesma vez, tem a ver com... [...] (38:03) pode não ser a mesma coisa, mas pronto [...] (38:07) se fosse por escolha é óbvio que eu escolhia uma marca
MODERATOR	Por algum motivo...?
PARTICIPANT 6	Sim.
MODERATOR	[...] (38:14)
PARTICIPANT 6	Por vaidade...!
MODERATOR	Sim...
PARTICIPANT 6	Claro
MODERATOR	Mas acha que [...] (38:25)
PARTICIPANT 6	Por vaidade, porque gosto [...] (38:30)
MODERATOR	Pronto... Hmm... Agora vamos passar a uma segunda parte aqui da sessão. Onde temos um treinador convidado, ali o senhor Brian Ferreira, que vos vai acompanhar numa breve sessão de exercício. Ele vai

	explicar-vos, ele vai dar-vos indicações, mas antes da sessão há um breve aquecimento, portanto... Pronto.
PARTICIPANT 11	Eu estou a precisar de aquecimento que eu estou com frio!

2.2 PART 2

0:39:02 – 38:53 –01:04:00

GROUP OBSERVATION

(OBSERVATION GRID)

2.3 PART 3

01:05:46 – 01:13:46

MODERATOR	Então, gostaram do treino?
PARTICIPANT 11, PARTICIPANT 8	Sim
MODERATOR	Sentiram-se motivados... Nem por isso?
PARTICIPANT 8	[...] (1:05:56) o treinador é que... Tenho algumas reservas (risos)
TODOS	(risos)
MODERATOR	Sim, mas... Gostaram, sentiram-se motivados, nem por isso?
PARTICIPANT 11	Tudo o seja para mexer é muito bom, principalmente quando temos alguém a puxar por nós
MODERATOR	Sim... E que momento do treino é que sentiram mais motivação? No início, a meio, no final...?
PARTICIPANT 8	Quando ela me tentou apanhar (para PARTICIPANT 7)
PARTICIPANT 11	Eu foi a meio
MODERATOR	A meio...? Por algum motivo em específico?
PARTICIPANT 11	Sim, porque já tinha o aquecimento e ainda não estava naquela parte saturada do fim [...] (1:06:32) no meio é quando uma pessoa já... O aquecimento feito e depois, antes daquela continuidade

MODERATOR	Hmm, sim. E sentiram que estavam a ser observados, sentiram-se constrangidos, de alguma forma...?
PARTICIPANT 11	Eu senti constrangida um bocadito porque isto é um bocado [...] (1:06:59) muito... Foi só isso o constrangimento, mais nada!
PARTICIPANT 8	O que é que lhe chamou?
PARTICIPANT 11	A pituguinha
TODOS	(risos)
PARTICIPANT 11	A menina não sabe o que isto é
PARTICIPANT 8	(risos) é um termo (1:07:16)
MODERATOR	Ah! Só agora é que... [percebi]
PARTICIPANT 11	As leggings deviam ser mais subidas neste tipo de exercício para aconchegar a barriguita
MODERATOR	Sim
PARTICIPANT 11	E então ao fazer os exercícios, a pituguinha solta-se um bocado, não é? (risos)
PARTICIPANT 8	(acena positivamente)
PARTICIPANT 11	É um termo lá da nossa zona!
MODERATOR	Então e... Tiveram alguma dificuldade...?
PARTICIPANT 6	Sim
MODERATOR	Por exemplo...? Os exercícios,...? Na motivação, na vossa...
PARTICIPANT 7	Eu olhei para o contador e só iam 3 minutos, pensei [...] (1:07:58)
MODERATOR	Dificuldade a lidar com o tempo...!
TODOS	(risos)
MODERATOR	E vocês, também ou nem por isso...?
PARTICIPANT 9	(acena negativamente) Foi fixe!
MODERATOR	Gostaram muito?
PARTICIPANT 11	Eu gostei muito, mas se calhar se fossem mais minutos é que se calhar ia ser mais complicado, é... Mas este tempo, foi bom
MODERATOR	Tiveram algum momento de pensarem que... Queriam mesmo parar e...?
PARTICIPANT 11	Eu não

PARTICIPANT 6	Não, eu não
PARTICIPANT 11	Abrandei um bocadinho, mas parar... Não
PARTICIPANT 8	Os abdominais é que... Custa muito... Estes, especificamente
PARTICIPANT 11	Eu também fiz os abdominais a levantar só um bocadinho, eu não consigo fazer aqueles abdominais subindo, eu só levantei um bocadinho...
PARTICIPANT 8	(para PARTICIPANT 11) Ainda não consegue, mas vai conseguir, se continuar a fazer!
PARTICIPANT 11	Exatamente! Mas eu mesmo a continuar a fazer, porque... Há uma coisa que me esqueci de dizer há bocadinho. (pausa) Eu também acho que está a ser muito bom, não sei se isto existe noutros sítios, que é as... A nível de conselho, as câmaras preocuparem-se também com este tipo de atividade. Sei que lá na nossa câmara, a câmara de Vagos, preocupa-se muito, então tem atividades em todas as freguesias, por um preço [...] (1:09:16). Uma pessoa consegue fazer exercícios, agora já subiu um bocadinho, mas consegue fazer exercício todo o ano, duas vezes por semana, por 15 euros. É para... Para o desporto estar acessível a toda a gente, isto é feito nas escolas, no campo da câmara municipal...
MODERATOR	Que tipo de exercício é que é? Por acaso não estou muito a par
PARTICIPANT 11	É assim, eu não conheço bem o nome das coisas, [...] (1:09:45) conhecimentos, mas nós, pronto,
MODERATOR	Não, mas pode explicar...
PARTICIPANT 11	E ultimamente não tenho ido, não tenho podido ir, mas... Mas... Tem a parte do aquecimento, tem a parte de aeróbica
MODERATOR	Ah ok, ok
PARTICIPANT 11	E depois tem a parte de alongamentos. Pronto, embora já há muitos meses que não tenho ido, por motivos pessoais que não consigo, mas é uma excelente iniciativa, e bem perto nós porque há mesmo [...] (1:10:08) freguesia e [...]
PARTICIPANT 6	Mas é isso o problema, é que muitas vezes quando tu vais fazer alguma coisa, é para... Eu, pessoalmente, para não estar com as pessoas que eu vejo... Sempre. Estás a perceber?

	Tem que ir embora [...] (1:10:21)
PARTICIPANT 6	Se é para eu ir para um sítio onde eu vejo as pessoas que eu costumo ver dali, não me atrai
PARTICIPANT 11	Pode escolher outro sítio [...] (1:10:28)
PARTICIPANT 6	Mas é o que eu estou a dizer, eu fiz ginásio lá na Quintã, era a única coisa que nós tempos ali mais... Era o único que tinha algum jeito, há uns 5 anos atrás, pronto, mesmo assim ainda se conseguia ver só pessoas dali da zona, mas pronto, agora esse tipo de aulas, na verdade que... Eu se saiu de casa, é para... Também para mudar as ideias, não é? Não é para estar com gente dali, sobretudo nós que estamos nas aldeias que é assim outro tipo de... É o meu ver
MODERATOR	Sim, sim
PARTICIPANT 6	É a minha ideia, mas tem que haver para todos os gostos, para toda a gente e acho que não é a mesma coisa... Pronto
PARTICIPANT 11	Eu para mim já penso o contrário
PARTICIPANT 6	Pronto
PARTICIPANT 11	Tenho mais confiança com as pessoas que me dou melhor, e a aula torna-se muito mais... Solta, as pessoas [...] (1:11:15)
PARTICIPANT 6	Ah, eu não... Eu não
MODERATOR	Por exemplo, por exemplo aqui, apesar de não se conhecerem todos, sentiram-se integrados?
PARTICIPANT 11	Sim
PARTICIPANT 6	Eu sim, eu acho que... Cada um... Eu já há muito que não fazia nada, não quer dizer que se... Que não conseguia fazer uma aula, porque fazia, e gostava bastante, ia às 3-4 vezes por semana, só que deixei... Pronto. Também a nível dos meus joelhos que eu não conseguia, mas fazia Combat e tudo e era o que eu gostava mais de fazer, se pudesse, era o que eu fazia. Pronto.
MODERATOR	E agora que acabaram, e já estão assim a recuperar, o coração mais lento... Sentem que queriam repetir...?
PARTICIPANT 8	Bora, vamos fazer outra vez!

PARTICIPANT 11	Bora! (risos)
MODERATOR	Estava a dizer, agora que já recuperaram, o coração está mais lento, já estão ali, já estão mais fresquinhos outra vez, apetece-vos repetir outra vez?
PARTICIPANT 6	Eu não, pessoalmente
PARTICIPANT 9	(risos)
MODERATOR	Sentem que se voltassem a fazer outra vez, hm, faziam melhor ou podiam ter dado melhor, agora que vocês olham para trás, acham que podiam ter feito melhor, ou...?
PARTICIPANT 11	Vamos experimentar! (risos)
MODERATOR	Estão satisfeitos com a vossa prestação em geral, ou... nem por isso?
PARTICIPANT 11	Sim, [...] (1:12:27)
PARTICIPANT 8	Pode ser sempre melhor, não é? Pode ser sempre melhor...! Ele é que me distraíu, veio falar para mim!
TODOS	(risos)
MODERATOR	Sim, mas estão satisfeitos a vossa prestação...?
PARTICIPANT 6	Deu para ver que não estou assim muito em forma, foi bom saber... (risos)
PARTICIPANT 11	Quem sabe, não tomas uma atitude?! (para PARTICIPANT 6)
MODERATOR	Então e tu, estás aí caladinha. Diz, diz-me, o que é que sentiste?
PARTICIPANT 12	Eu acho que... [...] (1:12:57)
MODERATOR	Foi como as aulas de educação física?
PARTICIPANT 12	Oh, não!
MODERATOR	Mais difícil ou mais fácil?
PARTICIPANT 12	Mais intenso...
MODERATOR	E gostaste?

PARTICIPANT 12	Sim...
MODERATOR	E sentiste-te constrangida, sentiste-te bem, sentiste...?
PARTICIPANT 12	Senti-me bem
MODERATOR	Pronto, ainda bem... Então e tu, também estás caladinha... Como é que te sentiste?
PARTICIPANT 9	Senti-me bem. Tirando os meus abdominais, já fiz muitos esta semana
MODERATOR	Então gostaste, foi uma boa surpresa?
PARTICIPANT 9	Foi!
TODOS	(risos)
MODERATOR	Então olhem, agora, vou-vos convidar a comer o que vocês quiserem, está ali tudo para vocês, está ali bebida também, estão aqui umas sandes, vou tirar o plástico, era só mesmo para, uma questão de higiene, proteção. E pronto...
PARTICIPANT 11	Vamos!
MODERATOR	Obrigada pela vossa presença aqui, a sério, ajudaram bastante, e fico agradecida mesmo.

Appendix H

Focus Group Research Transcript – Session 2

Focus Groups

1 Session 2 – Group A

1.1 PART 1

0:00:00 - 0:18:05

MODERATOR	Bom dia a todos
PARTICIPANT 1	Bom dia
MODERATOR	Vamos para a segunda e última sessão. Hm, [...] vai ser um bocadinho mais curta... Toda a gente consegue perceber o que eu estou a dizer?
TODOS	Sim
MODERATOR	Sim. Hm, e pronto. Vamos começar com uma pergunta de praxe que é: como se costumam sentir quando praticam atividade?
TODOS	(conversa à parte)
MODERATOR	Como se costumam sentir quando praticam atividade física?
PARTICIPANT 1	Um bocado se fôlego, não é propriamente cansada, é sem fôlego
MODERATOR	Sim...
PARTICIPANT 3	Eu acho que faz sentir bem, pelo menos a mim faz
PARTICIPANT 5	Aliviado
PARTICIPANT 3	Sentir mais leve
PARTICIPANT 5	[...] o stress
MODERATOR	Então nesse momento, esqueces as coisas e...
PARTICIPANT 5	Dá para esquecer um bocadito
PARTICIPANT 3	[...] (0.01:55)
MODERATOR	Sim... É verdade. Hm, então e vocês, [...] vocês preferem treinar sozinhos, ou acompanhados...? (pausa) Podem ser sinceros, ninguém aqui fica ofendido
PARTICIPANT 3	Acompanhados, não é? Sozinhos não tem tanta pica
PARTICIPANT 1	
PARTICIPANT 5	[...] Depende
PARTICIPANT 3	Depende a vontade...

MODERATOR	(para PARTICIPANT 5) Por exemplo? Quando é que preferes sozinho e quando é que preferes acompanhado?
PARTICIPANT 5	Futebol, uma modalidade coletiva, tem que ser acompanhado [...] (0:02:30)
MODERATOR	Hm, e, pronto. Vocês disseram que preferiam treinar quando estão acompanhados. Como é que vocês se sentem quando treinam acompanhados, como é que vocês se sentem quando treinam sozinhos? Isto são as diferenças que vocês identificam. Assim de cabeça.
PARTICIPANT 3	Eu não tenho tanta motivação nem muitas vezes não sabe se está a fazer a coisa bem, acompanhado tem mais motivação, um puxa pelo outro, o outro puxa pelo outro, faz-se melhor [...]
PARTICIPANT 1	Sim
MODERATOR	Sim...? E... Sentem que sozinhos talvez... Sentem que, por exemplo, e em público, se estiverem, se estiverem em público, sentem que sozinhos há algum impedimento ou que preferiam ter uma companhia? Se for...
PARTICIPANT 1	Impedimento como?
MODERATOR	Podem interpretar como quiserem
PARTICIPANT 1	Ah
PARTICIPANT 3	Por exemplo, comigo é, por exemplo, eu faço natação 2 vezes por semana, eu sei que tenho um professor aquela hora à minha espera, se fosse um caso, por exemplo, se fosse numa hora livre, e pensasse, hoje não posso ir, hoje não vou, porque sei que não está ninguém à minha espera
MODERATOR	Sim
PARTICIPANT 3	Nem estou dependente de ninguém, nem estou dependente de mim própria, se calhar, se calhar, não tinha tanta motivação, se eu sei que está ali aquela pessoa, à minha espera, para me ajudar, ou para me dar a aula, há motivação por aí, independentemente de se está mais alguém ou não
MODERATOR	E... Sentem que, por exemplo, se estão a treinar sozinhos, e estão outras pessoas a treinar acompanhadas ao vosso lado, por exemplo, corrida, não sei se já tiveram essa experiência, mas caso já tiveram essa experiência, e outras pessoas a treinar acompanhadas
PARTICIPANT 3	A mim não me faz diferença nenhuma

MODERATOR	Faz diferença, não faz...?
PARTICIPANT 3	A mim não
PARTICIPANT 5	A mim também não
PARTICIPANT 1	Não
MODERATOR	Não? Nem por isso?
PARTICIPANT 3	Desde que eu esteja a fazer o que é suposto eu fazer...
PARTICIPANT 1	(acena positivamente)
MODERATOR	Hm, e, pronto, quando estão a praticar atividade física em geral, vocês sentem falta de alguma coisa? Pode ser o que vocês quiserem
PARTICIPANT 3	Música, porque na água é difícil ter música
MODERATOR	(risos)
PARTICIPANT 3	(risos)
PARTICIPANT 5	[...]
MODERATOR	Sim... Good point. E vocês…?
PARTICIPANT 3	Se tiver um ritmo, claro que psicologicamente mexe mais fisicamente, se tiver música dá logo vontade de mexer o corpo, se tiver... [silêncio]
PARTICIPANT 1	Motiva mais
MODERATOR	E mais alguma coisa que vocês acham que... Vocês também concordam? Que música... Vos falta, ou gostam de treinar em silêncio?
PARTICIPANT 5	A música ajuda, aliás se estivermos naqueles dias que [...] “hoje não consigo esforçar-me tanto, e... Se estiver aquela música motivadora [...] (0:05:51)
PARTICIPANT 3	A gente pode estar com a neura, a gente pode estar “hoje não faço nada, não quero fazer nada”, mas estiver aquela música já...
PARTICIPANT 5	Motiva um bocado
PARTICIPANT 1	[...] (0:05:55)
PARTICIPANT 3	Já ajuda a dar volta ao [...] (0:06:00)
MODERATOR	Sim... E alguma coisa mais visual, talvez? Nada, nada que vos, vos faça falta ou que... Sentem que...
PARTICIPANT 3	Não, visualmente acho que não
MODERATOR	E tu, PARTICIPANT 5? Estás aí pensativo
PARTICIPANT 5	[...] como é que hei de explicar... Visualmente, se vejo os outros a alcançar os mesmo objetivos que eu quero, sinto-me, sinto-me atrasado, então é mais uma motivação [...] para trabalhar e chegar ao nível ou

	superior a essas pessoas, então acho que o visual também acho que conta
PARTICIPANT 3	Isso em termos competitivos também, não gosto de ficar atrás de ninguém. “Oh meu amigo, se tu chegas lá, eu também chego lá”
PARTICIPANT 5	[...] por exemplo, as pessoas de [...], estou a falar, isto acontece mais a nível da... Das mulheres. Imagina [...] bem tratadas, bem definidas, fisicamente, e eu estou assim um bocadinho cheito e pronto e tal... Não quero ficar para trás. Faz um esforço extra e acho que isso é uma motivação fisicamente para fazer atividade física
MODERATOR	Achas... Parece engraçado tu falares em raparigas, vês uma rapariga definitida e mesmo assim ficas motivado então, achas que o género não interessa, se vês alguém com uma boa forma física, ficas motivado
PARTICIPANT 5	Não, eu disse que acontece mais em [...] raparigas. Por exemplo, na minha faculdade, tenho um grupo de amigos, aquele, aquele, aquele vão ao ginásio, dois meses e estão bem definidos, quer dizer, tonificados, bem fisicamente podem já estar. E... Os meus colegas, mas aquilo é certinho e direitinho, as gajas começam-se logo a interessar. “Então onde vais ao ginásio? Também quero ir, a que horas é que vais?” E... Estás a perceber? A motivação de ver os outros a alcançar resultados e a gente ficar para trás, queremos ficar no mesmo nível ou até... A nível superior
MODERATOR	Sim... Então e... Você (para PARTICIPANT 1)?
PARTICIPANT 1	Hm, já nem me lembro da pergunta. (pausa) Ai do visual?
MODERATOR	Sim
PARTICIPANT 1	Hm, depende o espaço também. Acho que também é importante. Se tu estás num sítio que sufoca muito, acho que também se o espaço... Também ajuda. Eu estou a falar por mim, eu não gosto de espaços sufocantes, gosto de luz, preciso de luz
PARTICIPANT 5	Eu isso...
PARTICIPANT 1	Sim, mas quando eu digo luz, não estou a falar de luz acesa, estou a falar de luz a nível...
MODERATOR	Natural?
PARTICIPANT 1	Natural, sim. E motiva mais, se estás num espaço mais... Sei lá... É mais agradável.

MODERATOR	E... Concordam com o PARTICIPANT 5? Com o que ele disse, se vir as pessoas...
PARTICIPANT 1	Sim, sim... Claro. A gente fica sempre... Pois, se a gente vê um corpo que também gostaria de ter
PARTICIPANT 5	Ficamos com aquele bichinho não é...
PARTICIPANT 1	É... Exatamente...
MODERATOR	Então e consideram-se competitivos?
PARTICIPANT 5	Ah, eu sim
PARTICIPANT 3	Sim, [...] sempre fui
PARTICIPANT 5	Eu tenho que ser
PARTICIPANT 1	(acena positivamente)
MODERATOR	Hm, então e sentem alguma falta de algum motivador? De algum catalizador de motivação...? Quando estão a treinar, antes de treinar... Depois...?
PARTICIPANT 3	A motivação, é o meu colega de pista ter mais meio metro do que eu, e no início fazer mais piscina que eu e eu agora já consigo fazer mais que ele. “Eu sou mais pequenita, mas chego lá!
TODOS	(risos)
MODERATOR	Disse [...] é do sexo masculino...?
PARTICIPANT 3	Sim... Apesar de ser homem, também não vou ficar atrás dele, que é isso? Mau!
MODERATOR	Mas, e para além disso, sentem falta de algo... Talvez, acreditam que talvez se tivessem... Uma coisa, ou... Algo... Pode ser o que vocês quiserem
PARTICIPANT 1	Pode ser o tempo?
MODERATOR	Pode ser.
PARTICIPANT 1	(acena positivamente) Tempo
MODERATOR	Por exemplo, qualquer coisa que vos motive [...] e... Falta qualquer coisa que vos dê aquela vontade.
PARTICIPANT 3	[...] (0:10:15)
PARTICIPANT 5	[...] (0.10:15) o sol
PARTICIPANT 3	O dia de sol...
PARTICIPANT 5	O dia de hoje [...] (0:10:24)

MODERATOR	E se virem aquela mala de equipamento ali no canto da casa, não vos dá vontade nenhuma de...?
PARTICIPANT 1	A mim não
PARTICIPANT 3	Não
MODERATOR	Nem por isso?
PARTICIPANT 5 E PARTICIPANT 3	Nem por isso
MODERATOR	E se virem, por exemplo, e se vão a uma loja e vêem equipamento desportivo [...]
PARTICIPANT 3	Pratico desporto só por causa de usar aquilo (0:10:55) (risos)
PARTICIPANT 5	Não, não (risos)
PARTICIPANT 1	Eu até compro, mas depois não uso nem nada
MODERATOR	Não vos faz diferença, não vos dá vontade nenhuma de fazer... De... Não vos motiva nada [...]
PARTICIPANT 3	Acho que a motivação vem de dentro de cada um. Se tiver muita motivacao até pode não ter roupa desportiva, mas faz, eu já vi pessoas a correr de sapatilha de [...] (0:11:17) ou sem atacadores
PARTICIPANT 5	Eu acho que [...] depende do material. Se usar uma calça, se usar um top, se usar uma sapatilha, acho que... Para mim não faz diferença. Agora por exemplo, se eu não tenho nada em casa, e os meus pais me disserem, ou eu próprio tenho orçamento, “epá não tenho orçamento para aquela máquina, e aquela máquina é [...] (0:11:43) tem X benefício, trabalha estes grupos musculares em específico. Já é... É material... Já é uma motivação extra, não é?
MODERATOR	[...] (0:11:55)
PARTICIPANT 5	Pronto, exatamente
PARTICIPANT 3	(risos)
PARTICIPANT 5	Mas é uma motivação, é uma motivação, por exemplo, imaginem, imagina, hmm, hmm... Muitos jovens, muitos rapazes, querem tonificar o corpo e ficar ali com um bícep, espetacular, não têm material nenhum em casa, existe uma...Mas se calhar, se tiverem a acessibilidade, uma máquina... “epá deixa-me [...] a máquina, já me sinto mais... mais confiante para estar ali, trabalhar [...] é [...] material, material vestuário?

	Material de trabalho?! Acho que sim. Por exemplo, eu não corria nada, eu não corria nada, e depois de ter comprado um cardiofrequencímetro [...] já corro duas vezes por semana. Já...
PARTICIPANT 1	Ter a máquina em casa ajuda...
PARTICIPANT 5	Ajuda imenso!
MODERATOR	Sim...
PARTICIPANT 1	Nós lá tínhamos e todos os dias e eu, pelo menos 20 minutos, porque a gente tem-na ali, a gente diz assim: “é um investimento que ali tenho, isto vai-me ajudar”, e é aquela responsabilidade, não tens que ir a um ginásio, não tens que ir aqui ou acolá, pronto...
MODERATOR	E, por exemplo, se de repente aparecessem assim por... Hipoteticamente falando, alguém vos oferece umas belas sapatilhas novas? Sentem motivação nenhuma extra, ou...Não, não querem saber nada disso
PARTICIPANT 1 E PARTICIPANT 5	Não
PARTICIPANT 3	Epá, dependendo de cada um, até pode ser, uma pessoa que nunca faça nada, recebe umas sapatilhas até pode pensar “tenho que dar uso às sapatilhas, experimentar, nem que seja só para experimentar”
MODERATOR	E no seu caso, pessoalmente? Faz diferença...?
PARTICIPANT 3	Não estou à espera que ninguém me dê umas sapatilhas...
MODERATOR	E se desse, por exemplo?
PARTICIPANT 3	(risos) A mim, a mim nesse caso não. Não porque... Não sei se é... Eu falo por mim, eu não... Sempre fui naquela daquela de, se eu tenho que fazer alguma coisa, tenho que eu fazê-la por mim, não posso estar à espera de...
PARTICIPANT 5	Contar com o outro
MODERATOR	Tenta ir buscar essa motivação...
PARTICIPANT 3	Tento ser eu a motivar-me a mim própria
MODERATOR	Sim... (0:14:20) Pronto, vou passar agora para a segunda parte, vou mostrar-vos um... vídeo. Hmm, um pequeno vídeo, vou só ligar a máquina e, depois disso passarão à... Também à segunda parte que

	inclui o entrar aqui do Brian Ferreira, em cena, o senhor treinador Brian Ferreira. Deixem-me só... Ligar o computador.
PARTICIPANT 5	É um vídeo motivacional de treino?
MODERATOR	Não
PARTICIPANT 5	Não? Está certo... É daquelas músicas de Body Combat?
MODERATOR	Calma, está quase...
MODERATORA	3, 2, 1...

1.2 PART 2

0:18:05 – 0:21:30

VIDEO DISPLAY

All quiet

PARTICIPANT 1 and PARTICIPANT 3 said*: "Ai"*

PARTICIPANT 5: *"Epá não tem cenas* [...] *pois não?"*

At the end of video PARTICIPANT 1*: "Não é para fazer igual, pois não? Senão... Desisto"*

0:21:30 – 0:43:19

GROUP OBSERVATION

(OBSERVATION GRID)

1.3 PART 3

0:43:19 – 1:03:30

MODERATOR	Então, digam-me uma coisa, como é que se sentiram? Sentiram-se motivados, sentiram-se bem...?
PARTICIPANT 1	Motivada...
PARTICIPANT 3	A gente já sabia o que tinha a fazer, já tínhamos meia motivação feita
MODERATOR	Houve um momento no treino em que se sentiram mais motivação? No início, no meio, no fim?
PARTICIPANT 5	No início
PARTICIPANT 1	No meio
PARTICIPANT 3	Quase no fim
MODERATOR	Então, porque é que disseste no início?

PARTICIPANT 5 Porque estava com motivação para...

PARTICIPANT 3 Estava desejoso

PARTICIPANT 5 ... De tentar fazer mais do que a última vez. Mas não consegui

PARTICIPANT 1 Também [no início]

MODERATOR E você (para PARTICIPANT 3), no fim?

PARTICIPANT 3 Quase no fim. No início estava muito fria

MODERATOR Hm, sentiram-se integrados no grupo de treino?

TODOS (silêncio) Sim

MODERATOR Porque é que hesitaram?

PARTICIPANT 3 Porque digamos que... Como o grupo não é o mesmo, acho que faltou ali qualquer coisa

PARTICIPANT 1 Pois

MODERATOR [...] as pessoas faltarem?

PARTICIPANT 1 Não foi a mesma coisa do que a semana passada

PARTICIPANT 5 Pois

PARTICIPANT 1 Porque na semana passada, houve, houve aquela euforia, também era a primeira vez, estavamos a treinar juntos...

PARTICIPANT 3 Estava sol, também estava sol...

PARTICIPANT 1 Sim, também! Isso provoca logo...

MODERATOR Mas mesmo assim acham que isso afetou a forma como vocês encararam o treino, em termos de motivação, ou acham que...

PARTICIPANT 1 Não

PARTICIPANT 3 Estás a falar só desta parte do treino

MODERATOR Nesta parte aqui do exercício, sim

PARTICIPANT 3 Acho que não

PARTICIPANT 1 Não

PARTICIPANT 3 Não afetou nada

PARTICIPANT 1 Eu também acho que não

MODERATOR E tu, PARTICIPANT 5?

PARTICIPANT 5 Das pessoas cá estarem e não estarem, não me afetou muito

PARTICIPANT 1 Sim, não

PARTICIPANT 5 Não fez diferença

MODERATOR E, durante o treino então, o momento em que se sentiram mais motivados? Durante o treino, não na sessão, mas no treino mesmo

PARTICIPANT 3 Eu acho que foi mais no fim poque no início estava muito fria ainda

MODERATOR Sim

PARTICIPANT 3 E fui aquecendo

MODERATOR Sim. Hm,

PARTICIPANT 3 Liberta aquela adrenalina

MODERATOR Sentiram-se observados durante o treino?

PARTICIPANT 3 Não

E PARTICIPANT 1

MODERATOR E tu, estás calado?

PARTICIPANT 5 Não

MODERATOR E incomodados? Constrangidos...?

PARTICIPANT 1 Não, nada

PARTICIPANT 3 (acena negativamente)

PARTICIPANT 5 Também não

MODERATOR Não? Tiveram alguma dificuldade...?

PARTICIPANT 1 (pausa) dificuldade, uma certa por falta de treino. Não é aquela (respira fundo a exemplificar), não é?

MODERATOR E tu, PARTICIPANT 5?

PARTICIPANT 3 Um desportista destes?

PARTICIPANT 5 Eu só senti, eu só senti dificuldade por causa da asma senão (com medicamento da asma na mão)

MODERATOR Mas tu usaste?

PARTICIPANT 5 Antes não. Usei agora

MODERATOR Ahh!

PARTICIPANT 5 Na semana passada fiz sem tomar e não precisei

MODERATOR Sim

PARTICIPANT 5 E agora fiz, mas já precisei, por causa do... Por causa do frio

MODERATOR Ah, sim, sim

PARTICIPANT 3 Este tempo é mais limitativo, é mais pesado o ar

MODERATOR Sim. E… Em suma, gostaram?

PARTICIPANT 1 Em quem?

MODERATOR Em suma, em suma, a acabar. É uma expressão... Gostaram?

PARTICIPANT 3 Sim

MODERATOR	Hm, e digam-me uma coisa. Hm, relativamente... Na última falamos, tinhamos falado na sessão passada em vídeos, hoje mostrei-vos um vídeo. Que estratégias vocês pensam que existem, na realização deste tipo de vídeo? Estratégias, interpretem como quiserem
PARTICIPANT 3	Estratégia... É o mostrar a… a pessoa estar preparada, sentir-se preparada e ir com toda a força e no fim não conseguir tudo sozinho, tem que se ter sempre algum apoio psicológico, físico, atrás. A gente não consegue nada sozinhos
MODERATOR	Sim...
PARTICIPANT 3	Temos que ter sempre um apoio, sem apoio não vamos lá
MODERATOR	E em termos de... E vocês?
PARTICIPANT 1	Em termos de quê?
MODERATOR	Não, não, e vocês?
PARTICIPANT 1	Eu concordo, eu concordo, mas ao mesmo tempo acho que também há publicidade, acho que há aquela vontade, a gente vê e ao mesmo tempo, até nos dá vontade de ir... Tentar. Porque não eu? Claro, tudo o que deu no vídeo não, nem naquela perfeição, mas dá vontade de experimentar algumas coisas.
PARTICIPANT 5	Há uma promoção da modalidade
PARTICIPANT 1	É...
PARTICIPANT 5	Acho que há uma… É… Ao mesmo tempo é motivacional, e... Tenta transmitir a mensagem que mesmo chegando aos limites, mesmo assim podemos não conseguir os objetivos
PARTICIPANT 1	Exato
PARTICIPANT 5	Mas mesmo assim acho que também aquele certa... Aquela certa percentagem que diz, publicidade à modalidade
PARTICIPANT 1	Há publicidade à modalidade e há publicidade aos produtos
PARTICIPANT 3	A publicidade é ela que a está a fazer, ela podia ter escolhido outra modalidade qualquer, eu acho que isso não tem a ver mesmo com o CrossFit
PARTICIPANT 5	Eu estou a falar em relação ao vídeo, em relação ao vídeo
PARTICIPANT 1	Não, eu acho que há publicidade, no material que está à volta
PARTICIPANT 5	Sim, sim, sim, sim

PARTICIPANT 1 Nisso é o que eu estou a falar. Mas mostram muito, o vídeo mostra, a gente tem tempo de ver, publicidade aquele e aquele

MODERATOR Sim

PARTICIPANT 1 Há um bocadinho de tudo, eu acho

PARTICIPANT 3 Mas eu acho que é, que o essencial do vídeo é o estar fisicamente preparar e ir e conseguir alguma coisa e chegar a um ponto que já não consegues mais, porque falta-te aquele apoio psicológico. A partir daquela ajuda, que tu sentes dos teus, aquele apoio dos teus colegas, da família que está ali a apoiar, os colegas estão a puxar por ti, “vá, tu consegues”, é outra motivação, é outra, é... Aquele suporte. Sozinho, a gente pode conseguir muita coisa, e chegar muito longe, mas não conseguimos fazer tudo

PARTICIPANT 1 Ah, a gente ser empurrado e ser apoiado, faz uma diferença... Considerável

MODERATOR Mesmo conscientes, dessas estrégias de publicidade, que vocês, que por exemplo, algumas pessoas, deteteram, vocês sentem-se atraídos por este tipo de conteúdo, ou...

PARTICIPANT 1 Não. Atraídos como?

MODERATOR Atraídos… Fica à vossa interpretação

PARTICIPANT 1 Eu acho que não

PARTICIPANT 3 (acena negativamente a cabeça)

PARTICIPANT 5 Eu sinto-me atraído, atraído à capacidade de trabalho, mas não sinto atraído pela modalidade

PARTICIPANT 3 Atração, acho que mais coisa é ver que se a gente tiver força de vontade, a gente consegue chegar longe, e temos que ter essa vontade, mas de resto...

MODERATOR E, e você (para PARTICIPANT 1)?

PARTICIPANT 1 Eu respondi, eu tinha respondido... Que não

MODERATOR Sim… E então, como é que, como é que vocês se sentiram depois de ver o vídeo?

PARTICIPANT 1 (respirou fundo)

PARTICIPANT 3 Indiferente (a pensar)

PARTICIPANT 1 (a pensar)

MODERATOR Naquele momento depois do vídeo acabar, o que é que vos passou pela cabeça, o que sentiram, podem dizer o que vocês quiserem, podem dizer... Digam o que vos vier à cabeça, não precisa de fazer sentido...

PARTICIPANT 3 Companheirismo

PARTICIPANT 1 Eu como a modalidade não me... Não me atrai mais do que isso, vejo ali um esforço e um sofrimento que... Nem sei o que é que hei de pensar... Tudo bem, eles querem alcançar aquele objetivo de mais e mais e mais, mas acho que sofrem demais. Andam ali todos cheios de... lesões... Não sei, não sei até que ponto é que... Não é bem que vale a pena, porque para eles vale a pena, porque eles querem... Pronto. Acho que é isso

PARTICIPANT 5 Eu acho que isso vem comprovar um bocado aquilo que... As ideias que eu penso, as ideologias que eu tenho, eu não sou fã de atividades muito intensas e... Isso vem comprovar que atividade mesmo muito intensas, com muito intervalo, muita carga de trabalho, muito volume, muitas repetições e pouco intervalo de repouso, veio comprovar que isso não é benéfico... Para a saúde e pode trazer mesmo lesões, pessoas a cair mal, pessoas a tentar levantar e não conseguem, acho que atividade física em regimes muito intensos, muitos altos, estou a falar, assim em termos mais científicos

MODERATOR Alto rendimento?

PARTICIPANT 5 Não é alto rendimento, tipo, ritmo cardíaco elevado, ser muito elevado, andar prai a 110%, 115% da frequência cardíaca máxima, isso é extremamente, eu acho, eu, na minha opinião acho que isso não é nada benéfico

PARTICIPANT 1 Nem para o físico, nem para o mental, eu já vi. Porque como eles querem sempre mais, se não conseguem, e depois o problema é eles querem ajuda de algo mais... Porque querem alcancar mais e aí pode vir outras coisas, toda a gente sabe, não é?

MODERATOR Sim. Diz PARTICIPANT 5, estavas para falar

PARTICIPANT 5 [...] é bom as pessoas terem, terem motivação, não, “se aquele consegue, também consigo” e isto é uma prova, essas provas são standards, ou seja, é o mesmo para todos, mas é assim, cada pessoa nasce com um determinado limite e há pessoas que conseguem ir até esse limite mais, mais perto, há outras que não conseguem, estás a

	perceber? E há pessoas que desmotivam-se, porque “eu não consigo, aquele consegue”, não é bem assim, a pessoa tem que ter em consciência que “ok, já cheguei ao meu limite, eu sou assim, cheguei ao meu limite, não posso ir mais que isto, senão não é benéfico, para mim”. Se a outra pessoa está mais predisposta, a ter um limite mais elevado, pronto, a pessoa pronto, consegue, as pessoas têm que reconhecer o limite [...]
PARTICIPANT 1	Sim, mas eu acho que a pessoa quer sempre mais, porque vê que o outro consegue, e o problema é o que eu estou a dizer, eles tentam mais, e se não conseguem de uma forma, querem conseguir de outra
PARTICIPANT 5	Querem de outra, e às vezes por um lado sujo
PARTICIPANT 1	É isso que eu queria dizer, é exatamente isso, mas isso é como o [...], no desporto há muito isso
PARTICIPANT 5	E as pessoas não pensam que pronto, já chega [...] isto é o meu limite, não posso ir mais
PARTICIPANT 1	E é um desporto, é uma coisa que a pessoa tem que levar até... Porque se começa a ir mais longe, hm...
MODERATOR	Foi isso que vocês pensaram quando estavam a ver o vídeo?
PARTICIPANT 1	Eu sim
PARTICIPANT 5	Eu pensei um bocado isso
MODERATOR	Então, pensam que por um lado quando viram o vídeo, ajudou-vos a esquecer os vossos problemas, distraiu-vos...
PARTICIPANT 3	Eu acho que aquilo não tem (pausa) está fora do nosso... Porque nós estivemos ali a ver atletas que se dedicam áquilo, é a vida deles, eles não fazem mais nada senão aquilo, eles dedicam-se aquilo a 100%, eles estão a tentar tirar 100% daquilo, o mais que conseguem, é a mesma coisa que nós estarmos no nosso trabalho, eu sei que estou a fazer o meu trabalho, se eu consigo fazer o meu trabalho a 100%, que é muito difícil, dar tudo por tudo para fazer, eu acho que eles encaram isso da mesma forma, é o trabalho deles. É... A coisa deles. Não estar a pensar, eles não estão ali, não estão a pensar se têm outra coisa para fazer, se têm outro compromisso, é aquilo, é o objetivo deles
PARTICIPANT 1	Eu não sei se eles vivem disso

PARTICIPANT 3	Têm que ser, para alcançar um patamar daqueles... Só pode. É como um maratonista, é como tenista, é como um futebolista. É aquilo, é o trabalho deles
PARTICIPANT 1	Sim mas por exemplo, pessoas que a gente conhece também treinam diariamente e querem, e eles
PARTICIPANT 3	Mas não chegam a um patamar daqueles
PARTICIPANT 1	Eu, não sei nunca os... Quer dizer, eu sei que já concorreram a... E já vi essa...
PARTICIPANT 3	No vídeo, é profissional, são profissionais que estão ali
PARTICIPANT 1	Pois, talvez
PARTICIPANT 3	Não são amadores
PARTICIPANT 1	Ah, amadores não são
PARTICIPANT 3	Pronto, é isso que eu estou a dizer
PARTICIPANT 1	A gente olha para aquele corpo, não é de amador
PARTICIPANT 3	São profissionais, é a profissão deles
PARTICIPANT 1	Sim, mesmo sendo a profissão, eles querem sempre mais, de qualquer maneira, mais ainda
PARTICIPANT 3	Pronto, aí está, então aí está
MODERATOR	Então e acham que ver o vídeo, alterou a vossa prestação neste treino, a forma como encararam o treino?
TODOS	(silêncio)
PARTICIPANT 1	Não, não vou conseguir fazer o que eles fazem, nem no meu maior sonho (risos)
PARTICIPANT 3	Não
MODERATOR	Não de uma forma muito... Grande, mas [...] de alguma forma, não vos...?
PARTICIPANT 1	Não, mas não... Não, nada, nada. A mim nada
PARTICIPANT 5	A mim também não
PARTICIPANT 3	Não
MODERATOR	Indiferença total?
PARTICIPANT 3	Indiferença
PARTICIPANT 1	Completamente
MODERATOR	Então, não vos motivou nem vos inspirou?
PARTICIPANT 1	Não

PARTICIPANT 3	Eu não, nessa parte não
PARTICIPANT 5	A mim inspirou-me, a mim inspirou-me para comprovar que a minha teoria pode estar certa!
TODOS	(risos)
PARTICIPANT 3	Eu acho que já vai de cada um, já vai de cada um. Se uma pessoa tenta fazer, tenta, está a fazer o seu trabalho, tenta fazer o melhor possível, sempre
PARTICIPANT 5	Isso é verdade
E PARTICIPANT 1	
PARTICIPANT 3	Se tem amor áquilo que faz, tenta sempre fazer o melhor possível, se não tem amor suficiente, encara aquilo como sendo uma dor, é claro que nunca vai conseguir chegar a um patamar de excelência
MODERATOR	E se eu vos disser que maior parte das pessoas que estão ali são amadores? Não vivem daquilo, têm um emprego
PARTICIPANT 1	Mas eu acho que são amadores
PARTICIPANT 3	Não sei
PARTICIPANT 1	Porque eu vejo pessoas que vivem ao meu lado que... E eu não entendo porquê, porquê esse sofrimento todo, porquê andar lesionado, pronto, porquê o mental às vezes... Porque quer, não entendo, porque para o desporto é uma coisa que nos tem que fazer bem, ao corpo, à mente, à alma, enfim. Porquê andar com...? Não entendo. Parece que é um sofrimento
PARTICIPANT 3	Eu acho que isso não pode ser só amadorismo. Uma pessoa para chegar a um patamar daqueles não se pode limitar a treinar duas vezes, três vezes por semana, não faz isso [...]
MODERATOR	Por exemplo, um profissional ganha dinheiro, um salário [...]
PARTICIPANT 5	Ah mas há aqui uma diferença! É que ela é assim, profissional e amador é, profissional é
PARTICIPANT 1	Ganhar a vida
PARTICIPANT 5	Ganhar a vida com isso
PARTICIPANT 1	Pois, pois, é isso
PARTICIPANT 5	Amador é, é: eu faço porque quero, não sou remunerado por isso
MODERATOR	Sim

PARTICIPANT 1	Sim
PARTICIPANT 5	Isso é que é a diferença. Eles podem treinar mil e uma vez e são amadores, não recebem nada por isso, vão porque querem e à conta deles
PARTICIPANT 3	Para isso tu tens que ter disponibilidade, tempo e financeiro
PARTICIPANT 5	Por isso é o que eu estou a dizer, eles é que sabem da vida deles
PARTICIPANT 1	Mas eles abrem mão de outras coisas, de outros lazeres, para viver aquilo
PARTICIPANT 5	Acredito que esteja aí algum tipo de patrocinismo
MODERATOR	Alguns
PARTICIPANT 3	Ou tens um grande back-up atrás, ou então esquece
PARTICIPANT 1	Sim, sim
PARTICIPANT 5	É por isso que eu estou a dizer, algum tipo de patrocinismo
MODERATOR	Alguns sim, mas... [...] há uma rapariga que... Que ela é, está a tirar o curso de medicina e a fazer isto
PARTICIPANT 1	Pois, eu percebo
PARTICIPANT 3	Gosta muito, gosta muito daquilo que se faz...
MODERATOR	Sim...
PARTICIPANT 3	Eu sei que há pessoas multi-task que conseguem fazer mil e uma coisas ao mesmo, conseguem tempo para tudo, impressionantemente, há pessoas que conseguem isso, mas isso é uma pessoa em mil
PARTICIPANT 5	[...]
MODERATOR	Então acha que, pronto, para acabar, uma pergunta, vocês acham que... Se o vídeo tivesse outro tipo de conteúdo, talvez motivar-vos-ia mais, acham que esse tipo de conteúdo não... Não faz nada?
TODOS	(a pensar)
PARTICIPANT 1	Hmm...
PARTICIPANT 5	Eu acho que se o vídeo estivesse relacionado com o contexto que... Dos exercícios, da atividade física que nós fizemos aqui, acho que... Motivasse mais. Se fossem pessoas a fazer, a fazer... Os saltos de sapo, os abdominais, essas coisas todas, pronto...
PARTICIPANT 1	(risos)
MODERATOR	Sim
TODOS	(conversa à parte)

MODERATOR	Não acha que...?
PARTICIPANT 1	Que ia motivar mais?
MODERATOR	Acham que foram indiferentes a esse tipo de conteúdo, que não vos... Inspira?
PARTICIPANT 1	Hmm... Inspira… Nem, nem por isso, vamos dizer, não... (silêncio)
TODOS	(silêncio)
PARTICIPANT 3	Não, penso que não
PARTICIPANT 5	Eu sou da opinião que se o contexto do vídeo fosse relacionado com o que fizemos aqui
PARTICIPANT 1	Com o que nós fizemos, pois
MODERATOR	Se vocês se identificasse mais, talvez...
PARTICIPANT 1	(acena positivamente)
PARTICIPANT 5	Se pusesses que era uma aula de grupo, num ginásio, e estar ali o treinador a motivar, como ele fazia e a dizer os exercícios e... A corrigir aspetos técnicos e essas coisas, acho que...
PARTICIPANT 1	Ah, sim!
PARTICIPANT 5	Nós preocupáva-nos mais fazer corretamente
PARTICIPANT 1	Sim, sim, sim
PARTICIPANT 5	E fazer mais um esforçozinho
PARTICIPANT 1	Sim, porque a gente quer mostrar o nosso melhor, isso é como quando a gente está na escola, a gente quer sempre...
PARTICIPANT 5	Agora um vídeo em que... Vai quase além das capacidades das pessoas... Uma pessoa fica, uma pessoa fica retida, “epá fogo, eles fazem, eles estão ali quase a matar-se...”
PARTICIPANT 1	Pois é...
PARTICIPANT 5	Mais relaxado que é para... Não sofrer tanto como eles (pausa) Quer dizer, eles não estão a sofrer não é
PARTICIPANT 1	Achas? Eles pareciam que estavam-se ali a esganar todos
PARTICIPANT 5	Não, eles... Eles, não estão a sofrer. Sofrem psicologicamente
MODERATOR	[…] o video é em slow-motion, vocês vêem todas as expressões [...]
PARTICIPANT 1	Sim, mas tu achas que um esforço daqueles, uma pessoa não está a sofrer, faz aquilo assim numa boa
MODERATOR	(acena positivamente)

PARTICIPANT 1	Porque é que eles gritam quando levatam aquela barra? Para libertar, é porque
PARTICIPANT 5	Eles gritam que é para libertar
PARTICIPANT 1	Sim, mas eu acho que é um sofrimento
PARTICIPANT 5	É uma motivação, para eles é uma motivação extra para conseguir levantar
PARTICIPANT 1	Sim, ainda mais quando a gente faz força, eu pelo menos, (mini gemido), (risos)
PARTICIPANT 5	Por exemplo, quando está a dar uma pessoa, se ficam calados, parece que não fizeram nada, mas se gritam “oh cara***” [...] até dá com mais força, não é? Pronto, é isso
PARTICIPANT 1	Aliás, eu fiz bastante barulho a treinar
PARTICIPANT 5	Pronto!
PARTICIPANT 1	(risos)
MODERATOR	Pronto então, é o final da sessão. Quero agradecer-vos pela vossa presença, claro, vocês sobreviveram ao desafio dos dois dias, houve pessoas que ficaram para trás (risos). Estou a brincar, estou a brincar.

2 Session 2 – Group B

2.1 PART 1

0:00:03 - 0:21:37

MODERATOR	Olá, boa tarde. Estão todos bem dispostos?
TODOS	Sim
MODERATOR	Com um bocadinho de frio?
TODOS	Sim
TODOS	(conversa à parte)
MODERATOR	Bem, então olhem, vou vos fazer assim uma primeira pergunta assim só para começar: como é que se sentem quando, quando praticam atividade física, como é que se costumam sentir? Mesmo que isso seja... Para quem não pratica atividade física regularmente, quando praticam ou a última vez que praticaram, como é que se sentiram?
PARTICIPANT 11	Eu senti bem, sinto que fiz alguma coisa por mim, sinto a consciência um bocadinho mais aliviada (risos) sim e sinto que fiz qualquer coisa por mim e pronto
MODERATOR	Mais...?
PARTICIPANT 13	Eu também sinto-me bem, sinto-me mais leve, sabe-me muito bem
PARTICIPANT 10	No início quando comecei a fazer alguma coisa, não gostei nada, eu fico com cor, e suar, dentro de 5 minutos, qualquer coisa [...] é toda a gente a olhar para mim, senão, não, sinto-me mais forte, mais confortável com tudo, mais vontade de fazer qualquer coisa
PARTICIPANT 9	Comigo é igual, também me sinto melhor, mais leve, acho que dá para aliviar os stresses do dia-a-dia... Sinto-me com mais vontade [...] para o resto do dia
PARTICIPANT 6	Eu senti toda partida durante a semana
TODOS	(risos)
PARTICIPANT 6	Não, estou a falar a sério, era uma vergonha, foi uma vergonha na segunda feira, eu subir as escadas ainda subia, mas então descer, tinha que descer com as pernas parece abertas
TODOS	(risos)

PARTICIPANT 6	Ah não, não, não [...] não fez bem. Fiquei muito mal, fiquei com os braços adormecidos e tudo de... Porque eu tenho problemas na cervical e, não, não me fez bem, a mim não, por outros problemas... Mas pronto, mas tudo bem
PARTICIPANT 8	Eu depende dos dias. Há em dias em que me sinto... Bem, há outros em que nem por isso, especialmente... Acho que de vez em quando sinto-me frustrada, porque... Quero muito conseguir fazer determinadas coisas, tipo pull-ups, e não consigo... E então, há dias em que me sinto frustrada, pois
PARTICIPANT 10	[...] técnicas que podes ultrapassar e quando passas, custa!
PARTICIPANT 8	[...] sim, essas conquistas são fenomenais, e quando há um dia em que, de facto, ou tipo, conseguir aumentar a carga, ou conseguir fazer uma coisa que antes não conseguíamos ou... Espetacular
PARTICIPANT 10	Correr mais, em menos tempo...
MODERATOR	Então e preferem treinar sozinhos ou acompanhados? Podem ser sinceros, ninguém vai ficar ofendido se disserem sozinhos.
PARTICIPANT 13	Acompanhados
PARTICIPANT 8	Acompanhados acho que é sempre melhor
PARTICIPANT 9	Acompanhados
PARTICIPANT 11	A mim, a mim depende dos momentos, tanto gosto de estar acompanhada, como às vezes sozinha, às vezes sozinha também dá jeito, por exemplo, andar de bicicleta sozinha, é muito bom, vamos connosco, com nós mesmos, é bom. Depende dos dias
MODERATOR	E... Quando acontece que estão sozinhos a praticar atividade física, sentem-se bem, sentem algum tipo de constrangimento, alguma coisa que...? Podem dizer o que vos vier à cabeça.
PARTICIPANT 8	Quando quê? Desculpa, não ouvi
MODERATOR	Quando estão a treinar sozinhos, por exemplo, sentem... Como é que se sentem, pronto, já que preferem treinar acompanhados, como é que se sentem quando treinam sozinhos?

PARTICIPANT 10	Triste (voz triste)
TODOS	(risos)
MODERATOR	Se estão sozinhos e está um grupo a treinar ao vosso lado, mas não com vocês, por exemplo, um grupo de três pessoas a treinar juntos e vocês estão sozinhos, como é que se sentem? O que é que vocês pensam...?
PARTICIPANT 10	Distraída. “O que eles estão a fazer?”
TODOS	(risos)
PARTICIPANT 9	[...]
MODERATOR	Sentem... Sentem algum tipo de constrangimento, ou vergonha, ou não sei, qualquer coisa...
PARTICIPANT 9	Eu não
PARTICIPANT 11	Talvez a sensação de estar a ser observados porque estamos sozinhos?
MODERATOR	Por exemplo
PARTICIPANT 11	Ás vezes podem pensar, “o que é que está ali a fazer sozinho”, não é?
MODERATOR	Alguém concorda? E sente o mesmo?
PARTICIPANT 8	Não...
PARTICIPANT 11	Mas não sinto, porque, lá está, tenho os momentos de gostar de estar sozinha e outros momentos em que [...] em grupo
MODERATOR	Então e quando estão em grupo, o que é que sentem? Para além de flicidade (para PARTICIPANT 10)
PARTICIPANT 11	Estímulo
PARTICIPANT 13?	É um incentivo
PARTICIPANT 10	Mais puxado...?
PARTICIPANT 13	Puxa mais por nós

PARTICIPANT 10	Vou fazer mais? Ah yeah, ela está a fazer
PARTICIPANT 6	Ela faz ainda menos do que eu, então, é bom
TODOS	(risos)
PARTICIPANT 6	Eu não consigo e ela [...]
PARTICIPANT 10	Vai, vai, vai, ok, vou, vou, vou (pausa) mas há 5 minutos estava morta, é bom
MODERATOR	Então consideram-se competitivos? Ou... Nem por isso?
PARTICIPANT 10	Agora sim
PARTICIPANT 13	Depende
PARTICIPANT 8	(acena negativamente)
PARTICIPANT 9	Competição saudável, competitivos, mas de forma saudável, não... Querendo ser mais ou melhor do que os outros, mas competição saudável, uma coisa... Todos puxam por todos, aquela coisa de “ah, eu também quero fazer...”, aquela coisa de... “Ela vai ali, eu também quero lá chegar”, mas não daquela forma de querer ser mais ou... Melhor
MODERATOR	Consideram que... A competição de ser mais ou melhor é... Positiva ou negativa? O que é que acham...? Acham que... Pensamentos relativamente a isso
PARTICIPANT 6	Tem a ver com o nível, depende, se a pessoa está a competir para uma coisa... A nível mesmo profissional, é lógico que queira ser melhor
PARTICIPANT 11	E também, lá está, como [...] depende da competição.Há aquela competição sadia, que é um estímulo, não é? E há aquela competição que pode ser doentia. Pode gerar conflitos entre as pessoas também. Agora depende do a pessoa quer para si.
PARTICIPANT 10	É como, meninas, nós, na minha infância, ser competitiva é uma coisa mal. É uma coisa... Lutar pelo, para nós próprios... Os nosso objetivos, era... Não era aceitável.
MODERATOR	Por algum motivo cultural?
PARTICIPANT 10	Acho que sim. As meninas, calma, ficam de lado. Nem gritam, não fazem essas coisas

PARTICIPANT 8	Também a nível físico, se fosse a competir para ver quem faz melhor ponto cruz, isso já podia ser...
TODOS	(risos)
PARTICIPANT 10	Talvez... Eu entrei na escola só para as meninas também
PARTICIPANT 6	Então eu ainda andei, lá em França, escola de meninas, as meninas e os meninos não estavam juntos na escola primária
PARTICIPANT 10	Na escola primária não, era juntos, mas [...] era separado
PARTICIPANT 6	Não, não, eu era escola primária [...]
PARTICIPANT 10	[...] era...
MODERATOR	Era inaceitável ser competitiva?
PARTICIPANT 10	Tão... Exigente, é. Com nós próprias, sim
PARTICIPANT 6	Mas eu penso que ainda hoje... Em regra geral, os homens não gostam de mulheres que sejam assim um bocadinho... Mais inteligente, ou que... Em regra geral, não gostam muito
MODERATOR	Concordam?
PARTICIPANT 6	Eu acho. Eles gostam de mulheres que precisam deles, por alguma coisa, pelo menos. É a ideia que eu tenho.
PARTICIPANT 9	Eu acho que isso já está um bocadinho ultrapassado
PARTICIPANT 6	Uma mulher independente... É engraçado mas...
PARTICIPANT 11	Sim, eu acho que isso já está... Um bocadinho ultrapassado.
PARTICIPANT 6	Ah não
PARTICIPANT 11	Houve aí uma fase que era mais...Que era assim, valorizavam mais a parte...
PARTICIPANT 6	Eu, na minha opinião, não. Pelas pessoas que eu conheci, não... Ainda acham que, “oh e não precisas de ninguém...”
PARTICIPANT 10	Mas acho que agora que estamos a tomar consciência disso e estamos a ultrapassar
PARTICIPANT 11	Já não é tanto, já não é tanto... Sim, sim. Já não é como antes

PARTICIPANT 13	Estão a evoluir
MODERATOR	O que é que vocês acham sobre o assunto? Podem falar, não fiquem acanhados
PARTICIPANT 11	Eu acho que essa coisa do bonita e burra já está a ficar um bocadito...
PARTICIPANT 6	Mas tu estás a falar porque tu estás... Num... Estás casada, e já há muito ano e se calhar também não...
PARTICIPANT 11	Mas eu vejo isso, à minha volta
PARTICIPANT 6	Ah, mas hm... (acena negativamente)
PARTICIPANT 11	Sim, penso à partida [...] um bocadinho
PARTICIPANT 6	Tenho um filho de 23 anos e eles têm uma ideia bastante definida sobre as sobre mulheres. Eles para eles as raparigas que são muito alteradas, e elas é que procuram os rapazes, e já não é daquelas raparigas mais sossegadas e eles... Isso põe-lhes medo. Ai eu, vejo isso, e portanto o meu filho, ela conhece-o bem, não é um rapaz daqueles rapaz que a gente diga, certinho e não se quê. Mas, para isso, ele para ele, uma rapariga que seja muito, que procura muito, porque hoje em dia... Elas procuram mais do que eles, eles até não precisam tanto da companhia feminina do que eles... Eles entre amigos estão bem. Não têm essa necessidade, como se calhar até antigamente os homens precisavam de uma mulher, era assim, precisavam de uma mulher, hoje em dia, eles entre amigos, safam-se muito bem. E num grupo, ele às vezes num grupo de 4-5 amigos, está lá uma rapariga que se sente muito bem com eles, mas é rapariga, não é... É uma amiga que tem os mesmos gostos
PARTICIPANT 8	(durante discurso, expressão de discordância total)
PARTICIPANT 11	Mas tu tens, vives a realidade dos homens, tens homens em casa, não é?
PARTICIPANT 6	Eu só tenho dois (pausa) mas eu vejo isso, e oiço ele a falar, mesmo quando estava no colégio e tudo [...]
PARTICIPANT 10	Mas por um lado, existe por causa das questões do Instagram, as meninas estão (expressão de “duck face”)

TODOS	(risos)
PARTICIPANT 10	São mais... Abusadas estas... São [...] Mas a uma coisa positiva de CrossFit, não tem que ser só (à procura da palavra)
PARTICIPANT 11	Aparência
PARTICIPANT 10	Aparência, obrigada! Mas o que nós somos capazes de fazer. Não é? Acho que é uma coisa de CrossFit que é fantástica, que muda as ideias da sociedade
MODERATOR	Pronto [...] este mini debate desencadeou, porque pronto, você estava a dizer que... Considerar talvez que, uma mulher competitiva é uma mulher que também se afirma e procura, procura ter uma posicão. Mas, no entanto, acha que uma mulher, ou uma pessoa em geral, mais sossegada, não é competitiva? Em estereótipo.
PARTICIPANT 8	Mas o que é que é uma mulher sossegada, eu não estou a conseguir compreender
MODERATOR	No sentido da PARTICIPANT 6, talvez o facto de ser mais calada, menos extrovertida, mais metida no seu canto... Acham que esse tipo de estereótipo, é de uma pessoa que não é competitiva? É assim que pensariam...?
PARTICIPANT 11 E PARTICIPANT 8	Não
PARTICIPANT 6	Não acho que isso não tem a ver, acho que não
MODERATOR	Hm... Então e pronto, antes de treinar ou quando pensam em treinar, hm, sentem falta de algum motivador? De alguma coisa que vos motive...? Algum catalisador de motivação? Sentem fata de alguma coisa? O que vocês quiserem...
PARTICIPANT 11	Eu às vezes sinto falta de motivar a mim própria, às vezes preciso de dizer “não, tem que ser”. O obstáculo, o grande obstáculo sou eu
PARTICIPANT 10	(risos) Está aqui (aponta para cabeça)
MODERATOR	[...] se tivessem alguma coisa, um objeto, pode ser... Alguma coisa, uma pessoa, se tivessem isso, vocês sentiriam mais motivação para praticar atividade física? Por exemplo?

PARTICIPANT 13	Sim, eu por exemplo, se tivesse mais uma pessoa comigo, pelo menos, só mais uma, já sentia outra motivação
PARTICIPANT 6	Eu não
PARTICIPANT 8	Eu acho que alguém, por exemplo, quer... Eu já tive a experiência de ter um Personal Trainer, e... Isso ajuda, tipo porque... Naquele dia até, não me apetece ir, estou mega cansada, doi-me a cabeça, hm, olho para o sofá 30 vezes e penso... “Ai apetecia-me tanto ir para ali”, mas tenho aquela hora marcada e estou a pagá-la, então vou. Hm, ter alguém que, por exemplo, quando corria [...] quando combinava com alguém, estava combinado, estava combinado, eu não ia dizer “Não vou, porque vou antes ali dormir uma sesta” [...] marquei e vou, hm... Estava a assumir um compromisso com... Outra pessoa e portanto, acho que isso ajuda, ajuda a... A motivar
MODERATOR	Sim. E vocês? [...]
PARTICIPANT 6	Eu não
MODERATOR	Não estou a dizer uma pessoa, pode ser mas sapatilhas novas, por exemplo.
TODOS	(risos)
PARTICIPANT 10	Os gajos lá, na box
TODOS	(risos)
MODERATOR	Também pode ser, também pode ser...
PARTICIPANT 9	Quando tiram a t-shirt, não é? (yaaaay)
PARTICIPANT 10	Tens que vir! Espetacular! (para PARTICIPANT 11)
PARTICIPANT 9	Quando chegam à parte que está muito calor e tiram todos a t-shirt
PARTICIPANT 10	Pode ser
MODERATOR	É? Uma motivação?
PARTICIPANT 10	Assim [...]
PARTICIPANT 11	Não é tudo, mas é alguma coisa
PARTICIPANT 9	Se calhar, para algumas raparigas até pode ser, porque não?

PARTICIPANT 6	Os professores
PARTICIPANT 9	Vamos à aula, até está muita gente, os professores até podem ser bonitos e tal [...]
PARTICIPANT 6	É importante (acena positivamente)
PARTICIPANT 11	Mesmo que a pessoa não vá com essa motivação... É uma [...]
PARTICIPANT 8	(perdida na conversa)
MODERATOR	Agora é senhores que tiram a camisola
PARTICIPANT 8	Ahhh! (risos)
TODOS	(risos)
PARTICIPANT 8	De facto, isso também é motivador
PARTICIPANT 10	No início quando comecei a correr, sem fazer CrossFit, tinha que ter a minha amiga, sem ela [...] depois, no CrossFit, não pensei, não previ, “quando está aberto?” (sorriso) e ando lá há 2 anos e tal e ainda está “vamos!” (sorriso)
MODERATOR	Por causa dos rapazes?
PARTICIPANT 10	Não, não!
TODOS	(risos)
MODERATOR	Estou a brincar.
PARTICIPANT 10	Só esta semana eu estava numa fase da minha cabeça que estamos em muitas mudanças e não podia focar, lá no ginásio e é muito desmotivante, primeira vez sentir que “não vou”, pela primeira vez, mas eu fui, está tudo bem, chorei e fui e pronto
MODERATOR	Sim, e por exemplo, música... Coisas do género? Sentem que... Sentem falta disso ou sentem que se... Entrar em contacto com esse tipo de coisa, música, outro tipo de conteúdo, por exemplo, audiovisual, sentem que se entrarem em contacto com isso, durante ou antes de treinar, isso faz alguma diferença ou necessitam isso?
PARTICIPANT 6	Acho que sim, durante acho que é muito importante
PARTICIPANT 13	Principalmente se a música tiver mais ritmo, pelo menos para mim, se tiver mais ritmo, se for assim mais mexida

PARTICIPANT 9	Se estiver a fazer exercício no total silêncio sem [...] parece que falta, parece que falta qualquer coisa, mesmo quando [...] mas quando ia correr sozinha, pego phones, tau tau, se não tivesse música, pfff
MODERATOR	Desistias...?
PARTICIPANT 9	Não desistia, mas parece que me faltava ali... Qualquer coisa para me dar o ritmo ali do...
PARTICIPANT 8	Eu acho que devo ser diferente do resto das pessoas todas, porque não... De facto, não. Eu podia correr, toda a gente à minha volta ia de headphones, e eu ia a ouvir os passarinhos, o som do nosso próprio pensamento. No CrossFit se calhar... Se for uma música mais... Com mais pedalada... Pelo menos não se ouve eu a gemer, é bom
TODOS	(risos)
PARTICIPANT 8	O pessoal não me ouve a dizer asneiras e... Só por isso, porque se estiver silêncio, faço na mesma, não...
PARTICIPANT 11	Depende do exercício que se está a fazer... Também sou de acordo com ela, quando é, por exemplo, este género de atividades... Sm, agora por exemplo, agora há bocadinho falei como andar de bicicleta, era... Eu prefiro andar sozinha, que é para ficar comigo mesma também, não quer dizer que noutros dias eu não prefira andar acompanhada, eu também gosto, mas também há momentos que gosto de andar sozinha e tenho uma amiga que diz que gosta sempre de ir a ouvir música, e eu realmente também gosto de ir a ouvir...
PARTICIPANT 10 E MODERATOR	A natureza
PARTICIPANT 11	A natureza, sim. Porque passo por pinheiros, passo pelo rio, passo pelo mar... E gosto de sentir, gosto de sentir o... Esses sons também, não é?
MODERATOR	Sim... Ora bem, alguma a adicionar, algum pensamento...? Alguma coisa que vos veio à cabeça que querem partilhar...?
PARTICIPANT 10	Mesmo sim, quando a música muda, alguma coisa mais metal, mais agressivo, fico ARGHHHH, e ajuda às vezes, não...
PARTICIPANT 9	Eu acho que a música mexe muito com a nossa energia
PARTICIPANT 6	Nas aulas, a música é que ajuda a saber quando se faz os movimentos. Não é?

PARTICIPANT 10	(acena positivamente)
PARTICIPANT 6	Por exemplo, mesmo no Combat e tudo, a música é que nos... A gente está a olhar para o professor, e depois já sabe como é que é, ouvindo a música já sabe a coreografia, não é? E outros tipo de aulas. Também é um complemento [...] nos alongamentos, aquela música mais calma, eu acho, para mim acho que é... [...]
PARTICIPANT 9	[...]
PARTICIPANT 11	[...]
PARTICIPANT 8	[...] No cycling eu acho que a parte da música é importante, porque ajuda na cadência, não é?
MODERATOR	Por exemplo, aquelas coisas, frases inspiracionais e coisas assim? Motivam-vos a... Praticar atividade física ou nem por isso?
PARTICIPANT 11	[...] até pode motivar [...] pode não conseguir fazer tudo, mas é... Frases inspiradoras, claro que ajuda, ajudam uma pessoa a... Pensar um bocadinho, não é, interiorizar
PARTICIPANT 13	(acena positivamente)
PARTICIPANT 8	Uma frase inspiracional ao lado de uma foto de um rapaz sem camisola... Eu acho que [...]
TODOS	(risos)
PARTICIPANT 8	Então, não é...?
PARTICIPANT 10	[...] “vou ali experimentar aquela aula”
PARTICIPANT 8	Mas só pela frase!
PARTICIPANT 9	Só pela frase!
MODERATOR	Bem, vamos passar aqui a uma segunda parte, hm, eu vou só buscar o computador, mostrar uma coisinha e depois passamos à segunda parte com o... Com o professor Brian Ferreira que vos vai acompanhar...
PARTICIPANT 11	Nos 10 minutos, não é?
MODERATOR	Nos 10 minutinhos

PARTICIPANT 11	10 minutos alentejanos
TODOS	(risos)

2.2 PART 2

0:21:37 – 0:27:15

VIDEO DISPLAY

All quiet

PARTICIPANT 8 (irrequieta)

PARTICIPANT 9 (mexe no final)

PARTICIPANT 13 and PARTICIPANT 11 (mexem-se)

PARTICIPANT 11 (no final mexe as sobrancelhas)

0:27:15 – 0:50:39

GROUP OBSERVATION

(OBSERVATION GRID)

2.3 PART 3

00:50:39 – 01:06:28

MODERATOR	Então, gostaram no treino?
PARTICIPANT 6	Não
TODOS	(risos)
MODERATOR	Sentiram-se motivados, sentiram motivação ou... Nem por isso?
PARTICIPANT 13	(acenou positivamente)
PARTICIPANT 11	Só faltou a música
PARTICIPANT 10	Tive mais motivação porque queria ultrapassar o que fiz na semana passada
PARTICIPANT 11	Ela estava muito mais ativa (para PARTICIPANT 10)
PARTICIPANT 6	Ela estava... Ui!!!

PARTICIPANT 9 [...]

PARTICIPANT 11 Parecia uma leoa

MODERATOR E vocês...?

PARTICIPANT 11 Eu, eu estava um bocadinho mais em baixo do que a semana passada

MODERATOR Psicologicamente...?

PARTICIPANT 11 Estava ela por ela

MODERATOR Fisicamente?...

TODOS (silêncio)

MODERATOR Então e, qual foi o momento do treino em que sentiram mais motivação...?

PARTICIPANT 10 No último minuto

TODOS (risos)

PARTICIPANT 10 “Está quaaaaaase!”

MODERATOR Foi?

PARTICIPANT 10 Foi! Foi mais rápido, não sei...

MODERATOR E os restantes...? Qual foi o momento em que sentiram mais motivação?

PARTICIPANT 13 Foi no início, eu para mim foi no início...

PARTICIPANT 8 No fim

MODERATOR No fim...? E aqui?

PARTICIPANT 6 (acena negativamente)

PARTICIPANT 11 Eu foi mais ou menos a meio [...]

PARTICIPANT 9 [...]

PARTICIPANT 10 Só era dez minutos, eu estava [...] cansada, cansaço

MODERATOR E aqui?

PARTICIPANT 9 Igual, do início ao fim

PARTICIPANT 11	Pois!
PARTICIPANT 9	também já o tinha feito, já sabia o que era, já sabia para o que eu ia [...]
MODERATOR	Sentiram que o momento do treino foi inclusivo? Sentiram-se bem com o grupo, ou sentiram...?
TODOS	(acenam positivamente) sim
MODERATOR	E sentiram-se observados?
TODOS	Não
PARTICIPANT 6	Mas olha que eu observei muito, se não sentiram, eu estive a ver, não estava a fazer nada
TODOS	(risos)
MODERATOR	Sentiram-se incomodados de alguma forma... Constrangidos...?
PARTICIPANT 9	(acena negativamente) Nada
PARTICIPANT 11	Eu hoje não que eu trouxe a pituga protegida
TODOS	(risos)
PARTICIPANT 8	Eu hoje não (risos) Estas calças são muito baixas
TODOS	(risos)
MODERATOR	Tiveram alguma dificuldade? (pausa) Pode ser o que vocês quiserem, não precisa de ser propriamente física...?
PARTICIPANT 8	(acena positivamente)
PARTICIPANT 11	A minha única dificuldade foi sentir que estava mais ativa a semana passada, assim “Hm, hoje parece que as energias não estão muito em cima”
PARTICIPANT 9	Eu também [...]
MODERATOR	Eu antes do treino mostrei-vos um vídeo. Hm, o que vocês tiram do vídeo? Que estratégias vocês acham que existem na concretização desse tipo de vídeo? Quando digo estratégias, pode ser qualquer coisa.
PARTICIPANT 6	Eu só achei uma coisa, é que os que não fizeram o que queriam, porque é os que estavam abatidos que concerteza não concretizaram, estavam tristes sozinhos e os que conseguiram, tinham alguém para os “Ah, tudo bem”. Eu acho que todos os que perderam, perderam, não sei o que é que, se é uma competição ou não, estavam sozinhos. Não acha?

	Estavam a deitar-se sozinhos, e o que ganhou, tinha alguém. Era abraços, era...
PARTICIPANT 9	Não, porque depois na outra parte é exatamente o contrário... Eles estavam a levantar aqueles que não tinham conseguido. Os que estavam no chão, tinham falhado, eles estavam em conjunto com...
PARTICIPANT 6	Ai era? Pensava que eram outros? Não?
PARTICIPANT 9	Não
PARTICIPANT 6	[...]
MODERATOR	Pronto, e acham que existem algumas estratégias na concretização deste tipo de vídeo? Como é que consideram este tipo de vídeo?
PARTICIPANT 11	É assim, eu pessoalmente, eu... Pronto, se calhar não sou a pessoa mais indificada, é do meu ponto de vista amador, ao ver, ao ver esse vídeo... O que eu senti foi, na minha opinião, é claro que não e a deles, porque aquilo é a vida deles. É levar o corpo aos extremos, na minha opinião, o exercício para mim é para...
PARTICIPANT 6	Prazer
PARTICIPANT 11	Sim. É para sentir o... Que faço alguma coisa [...] e eu senti que aquilo realmente era... Que não queria aquilo para mim. Ao olhar para aquilo senti que não queria aquilo para mim. E... Senti que realmente como... O patamar, que eles se propõem é muito elevado, depois também, eles também pode sentir bastante frustrados [...] não sei. Lá está, quanto mais alto é a subida, maior pode ser o tombo. Mas pronto, é a vida deles, é isso que eles sentem, mas não é o que eu... Achei-me deslocada, completamente
MODERATOR	Sim, e...
PARTICIPANT 9	Eu cá já não acho [...]
MODERATOR	Diz. Diz o que pensas?
PARTICIPANT 9	Eu quando vejo aquele vídeo, olho para aqueles atletas, é diferente, já os conheço, sei quem eles são, mas penso, eles conseguem, não quer dizer que eu quero ali chegar, mas se eles conseguem, se eles também passam aquelas frustrações, se eles também falham, eu também posso falhar, mas também posso [...] (0:55:53)
PARTICIPANT 11	(acena positivamente) Exato

PARTICIPANT 10	[...] nós percebemos, parece fácil, é longe de ser fácil, mas eles fazem... Parece fácil
PARTICIPANT 9	Se calhar este vídeo... É para mais quem está dentro daquilo do que pessoas que não estão dentro daquilo
PARTICIPANT 11	Sim, foi por isso... Exatamente
PARTICIPANT 9	[...]
PARTICIPANT 11	Daí eu dizer [...] da minha realidade
PARTICIPANT 9	Exatamente.
PARTICIPANT 11	Mas é que mesmo dentro da... Da minha realidade interpretada nesta área, eu tenho uma amiga que costumamos [...] exercícios [...] mais competitivo, mais puxado, e ela diz “Então PARTICIPANT 11?”. E [eu digo-lhe] “Esse é o teu ponto de vista, queres fazer [...]”. Eu quero divertir-me no que estou a fazer, com algo mas suave (pausa) sentir-me mais solta, não fixar. É como eu costumo dizer [...]
MODERATOR	Não.
PARTICIPANT 10	É engraçado, da maneira da música leve [...]
PARTICIPANT 8	Eu concordo como o que ela acha [...] Gosto de ver as competições, não só porque gosto do desporto, gosto de ver, mas também [...] eles são atletas, valem o que são, corpos preparadíssimos, também falham. E isso de alguma forma... Nos conforta... Acho que, “ok, eu falho, todos falhamos, mas... Também consigo. Se não consigo agora, vou conseguir [...] É uma questão de continuar a treinar, a insistir... Eu acho que o vídeo põe em evidência aquilo que... Uns aspetos, que eu acho mais interessantes no CrossFit, que é a questão, é o espírito de comunidade [...] a energia que existe na comunidade, o facto das pessoas se abraçarem e... Puxarem uns pelos outros, e... Eu acho que o vídeo põe em evidência isso, e levantar-nos do chão, costuma-se dizer, como é que é? O CrossFit é o... O único desporto em que os últimos são mais...
PARTICIPANT 9	Aplaudidos
PARTICIPANT 8	Isso, eu acho isso... Muito bom
MODERATOR	E... E tu, PARTICIPANT 13, gostaste?

PARTICIPANT 13	Eu concordo com as duas opiniões que foram feitas aqui.
MODERATOR	E... Como é que se sentiram depois de ver o vídeo? Pessoalmente. O que sentiram interiormente.
TODOS	(silêncio)
PARTICIPANT 10	Identifiquei aquilo... Que nós fazemos todos os dias... Este vídeo é motivador, como é durante o WOD, “Ok todas as energias, vamos lá”, e falhamos, e levantamos, e “Ai, não vou fazer mais” (mãos na cabeça), e fazemos mais. No final, (respira fundo) [...]
MODERATOR	E aqui?
PARTICIPANT 9	[...] Sei lá. A mim transmitiu-me a energia do... CrossFit... Nós estamos sempre a fugir para o CrossFit... Aquela energia do desporto, do puxar [...] aquilo que já disse, do falhar e [...] mas também vi... A levantarem-se e a festejarem e... Dá assim um bocadinho, motivação “Pronto, ok. Vamos lá”. E, não sei
PARTICIPANT 11	Eu de certa forma já tinha dado a minha opinião. São ambientes demasiado pesados para aquilo que eu quero.
PARTICIPANT 6	É, é... Completamente [...]
PARTICIPANT 11	Gosto muito de desporto, mas lá está, é o desporto mais...
MODERATOR	O que é que sentiram interiormente, sentiram indiferença...?
PARTICIPANT 11	Senti... Foi também como já tinha dito, senti que é levar o corpo a extremos, bem, na minha opinião
PARTICIPANT 6	[...] eu pessoalmente não... Não é uma coisa que eu...
PARTICIPANT 11	Mas pronto sou, lá está, mas é o que eu sinto para mim. Aquelas pessoas, é o que elas querem [...] para mim, tem que ser uma coisa mais suave
MODERATOR	E, tu? (para PARTICIPANT 13)
PARTICIPANT 13	De certa forma, também concordo com a minha mãe, também acho que são pessoas que... Pronto, que levam o exercício mais a sério, e eu acho que... Ao ver essas pessoas a levarem... Como diz “mente sã, corpo são”. Acho que também estão a levar ao extremo, eu também já participei, no momento não estou, mas também já participei no Desporto

	Escolar, e... Via-se bem o... Demasiado incentivo que davam aos alunos, era... Mesmo [...] Para as crianças e para os jovens
MODERATOR	Não te identificas nada com o... Vídeo?
PARTICIPANT 13	Hmmm... De certa forma no sentido que dá motivação, ou seja, como já foi mencionado, ou seja, eles, eles, eles foram-se abaixo, mas depois levantaram-se, isso é uma atitude... Muito positiva. Isso deve ser qualquer [...] também é o exemplo [...]
PARTICIPANT 11	O que é grave, é ficar no chão, não é? Agora...
MODERATOR	E vocês, verem o vídeo ajudou-vos a esquecer os vossos problemas, ou acham que... De alguma forma, alterou a vossa prestação, da forma como encararam o treino, hm... Assim, ou nem por isso?
PARTICIPANT 11	Não
PARTICIPANT 10	As técnicas... Eu vejo, como fazer isso, as progressãos
MODERATOR	Eu estou a falar deste vídeo específico
PARTICIPANT 10	Ah, sorry
MODERATOR	Não, não há problema... Depois que viste o vídeo, se... Sentiram que, ao ver, sentiram que alguma perspetiva mudou, sentiram que depois encararam o treino de outra forma...? E... Não sei
PARTICIPANT 11	Eu pensei assim [...] (1:02:49)
PARTICIPANT 10	(acena positivamente)
PARTICIPANT 11	Só... É muito forte... (risos)
MODERATOR	Sim... E aqui?
PARTICIPANT 6	(acena negativamente)
MODERATOR	Não vos deu forças para encarar...
PARTICIPANT 6	Não (acena negativamente)
MODERATOR	O treino...?
PARTICIPANT 6	A mim não (acena negativamente)

PARTICIPANT 11	[...] Até mesmo [...] a olhar para aquilo, não ia acreditar, também o meu ritmo não é o melhor, atenção [...] mas continuo a investir na minha forma de ver o desporto com [...] (1:03:28)
MODERATOR	Então, em geral, assim para acabar: acham que o vídeo inspirou ou motivou, de alguma forma? Vocês... Vocês interiormente.
PARTICIPANT 13	O que me motivou foi [...] durante [...] mesmo que vais abaixo, sentimo-nos cansados ou [...] praticar exercício, se calhar, estar acompanhados [...] (1:04:03)
PARTICIPANT 10	Interessante porque as pessoas, não entendem... CrossFit. Não sabem o que é. Talvez... Imagina... Futebol, não interessa para mim, mas fica (1:04:23) [...] mas não sei se [...]
PARTICIPANT 8	Se calhar se fosse um vídeo de zumba, se elas gostassem de praticar zumba, se calhar iam sentir-se mais... Animadas
PARTICIPANT 11	É óbvio que se calhar...
PARTICIPANT 9	Se calhar a nós não nos dizia tanto
PARTICIPANT 6	Assim é muito específico, não é... É uma coisa muito específica, agora o desporto em geral, de coisas... (acena negativamente)
PARTICIPANT 9	[...]
PARTICIPANT 6	Se falarem de uma coisa que a gente não conhece... É estar a dizer, na verdade, nada
PARTICIPANT 11	[...] a image também. Por exemplo o exercício que acabámos de fazer, identifico-me, idenfico-me, exercícios, aeróbica... Zumba também gosto. Hmm, agora tudo o que é levantar pesos [...] Não me cativa de forma nenhuma
PARTICIPANT 6	Eu também acho
PARTICIPANT 8	Se aquilo fosse um vídeo de CrossFit, mas sem a parte do [peso], elas iam-se sentir menos... Talvez... Intimidadas [...]
PARTICIPANT 9	Ela se mostrasse o vídeo de uma aula mais [...] se calhar já se identificavam mais
PARTICIPANT 8	A força...
MODERATOR	A força...
PARTICIPANT 10	[...] para nós é a parte que motiva (risos)

PARTICIPANT 9 (risos)

PARTICIPANT 8 Sim! Mas eu ando triste a pensar “Oh, a aula... de Weightlifting... Oh...”

MODERATOR Então agora que já acabou, vou abrir o jogo com vocês e dizer-vos qual é o objetivo deste estudo. Já que vocês estão aqui... E já acabou, posso [...]